

Applied Science Department

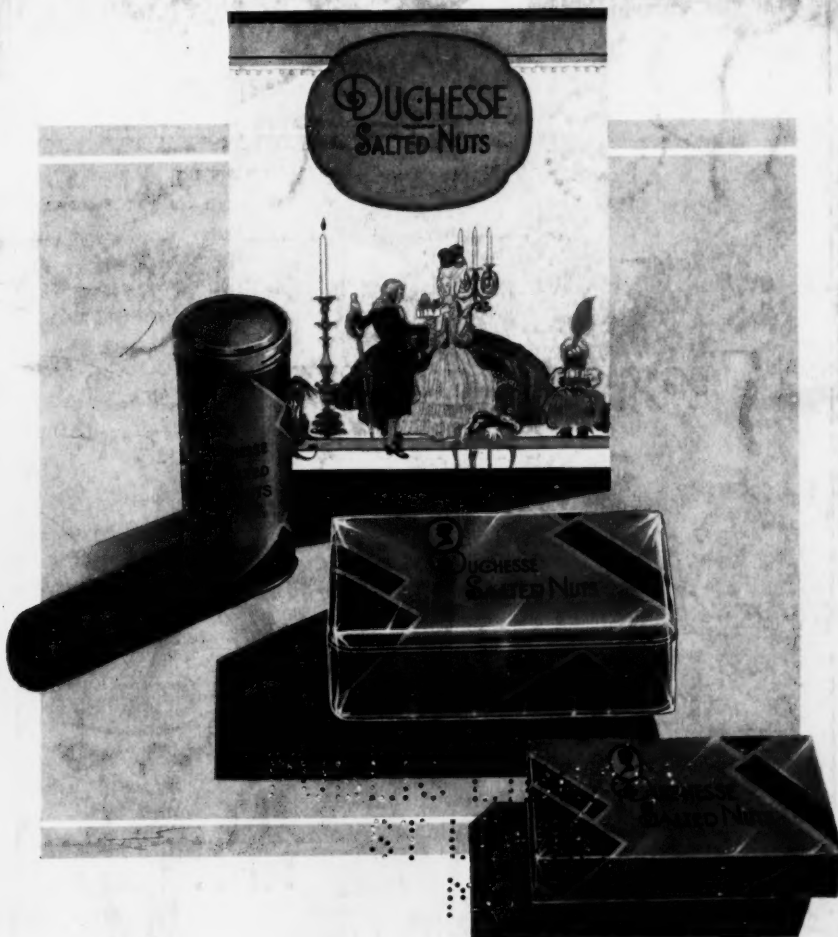
Reference Dept.
No. 1000

MODERN PACKAGING



v. 42 Mar. - Aug. 1931

Label



A368006
MARCH, 1931

"WINDOW" FOLDING CARTONS



*They buy what they see
... they see what they buy*

The unique construction of this cellophane window box has a dual purpose. To make the product it contains visible. To appealingly portray the purpose of the article. » We invite manufacturers to consult with us on the unlimited possibilities of our sales producing packages » created and produced in our conveniently located plant.

BROOKS & PORTER, Inc.

CREATIVE PACKAGING • LITHOGRAPHED AND PRINTED

304 HUDSON STREET » » » NEW YORK

Ref. 658.7884

Checked by TSO



IS
KNOWN
BY

QUALITY
IT KEEPS

KEEP in the quality you **pack** in. Retain all the original aroma and taste; protect it all the way to the buyer's table. This is the final test of Quality and Profit.

AND BOTH DEPEND ON THE WRAPPER!

Today markets reach farther than ever. Yet both distance and time are overcome by the use of KVP Protective Papers.

They render the most varied and exacting types of service to the satisfaction of leaders in all lines of food industry.

Whatever your need, you may entrust your **quality** to KVP Papers. They guard against loss of flavor and outside taint. They are odorless, tasteless and resistant to water, grease and oil.

Let KVP research engineers advise as to the best type of wrapper for your special needs. Write for information and samples.

Kalamazoo Vegetable Parchment Co.
KALAMAZOO - MICHIGAN



SECTION
PAPERS

MODERN PACKAGING

March, 1931

VOL. 4—NO. 7

For the Service of Those Industries
Where Packaging Is a Factor.

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A new treatment of our monthly page feature, "Packages in the Spotlight," appears on pages 36 and 37. We feel sure our readers will welcome and appreciate this change which gives them a more detailed description, both in illustration and reading matter, of the commendable packages reproduced.

Into 800,000 homes throughout the United States go products of the Jewel Tea Co., Inc. How these food and household products are prepared, packaged and merchandised by an organization which distributes them direct to this enormous number of consumers is told on page 51 in one of the most absorbing packaging articles ever published.

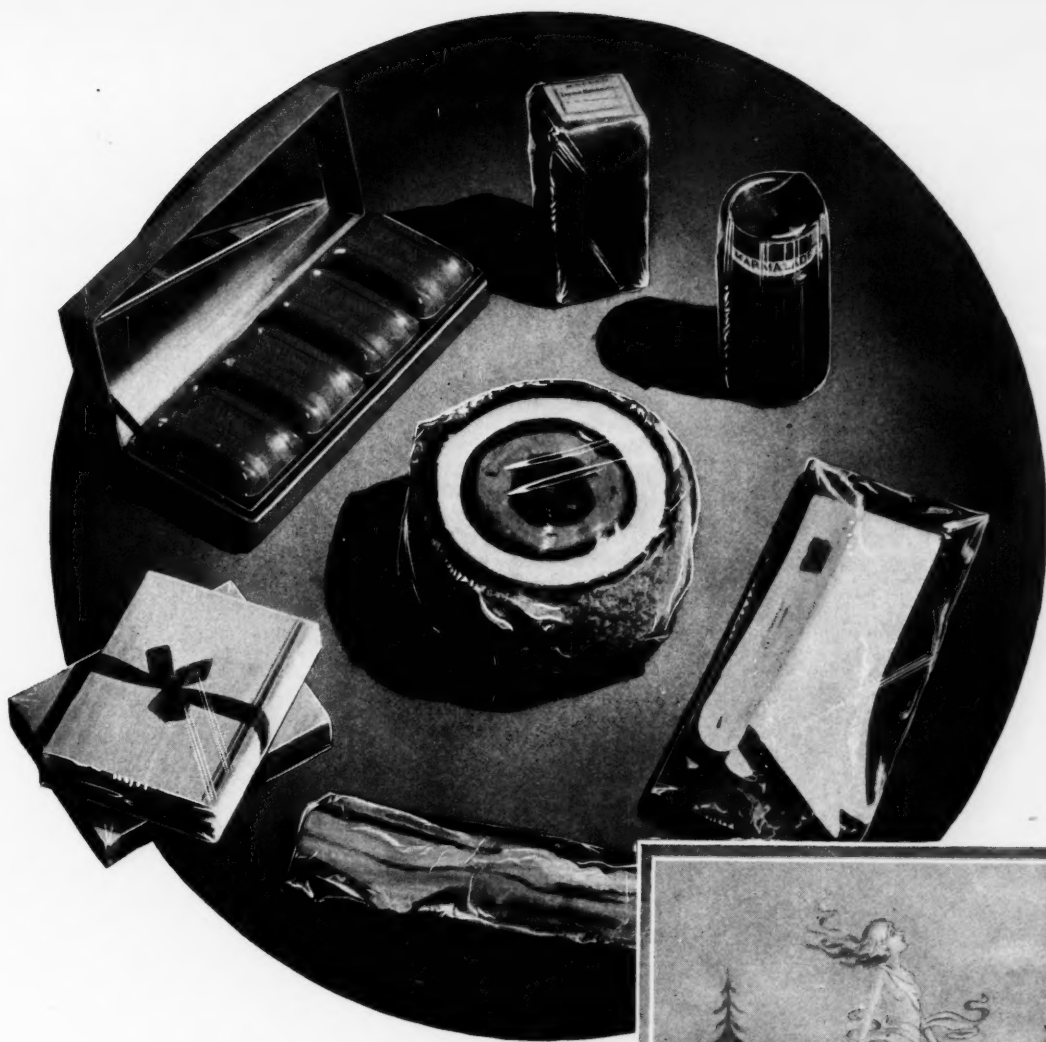
Next month: How a well-known manufacturer of cosmetic expresses in his packages, through the medium of color and artistic design, all the fine points and necessary elements for arousing consumer interest and the successful sale of his products.

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **LAWRENCE LEY**—Advertising Manager. **ANN DI PACE**—Assistant Editor. **EARL I. CARMODY**—Western Manager. **E. R. GORDON**—Production Manager. **HERBERT KAUFMAN**—Sales Promotion. **EDWIN L. LEY**—Art Director. **PERRY H. BACKSTROM**—Special Representative.

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Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 307 N. Michigan Ave., Chicago, Ill. Telephone Dearborn 7361. Australian Agents: Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$3.50. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

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SYLVANIA INDUSTRIAL CORPORATION

122 E. 42nd ST., NEW YORK CITY
WORKS, FREDERICKSBURG, VA.

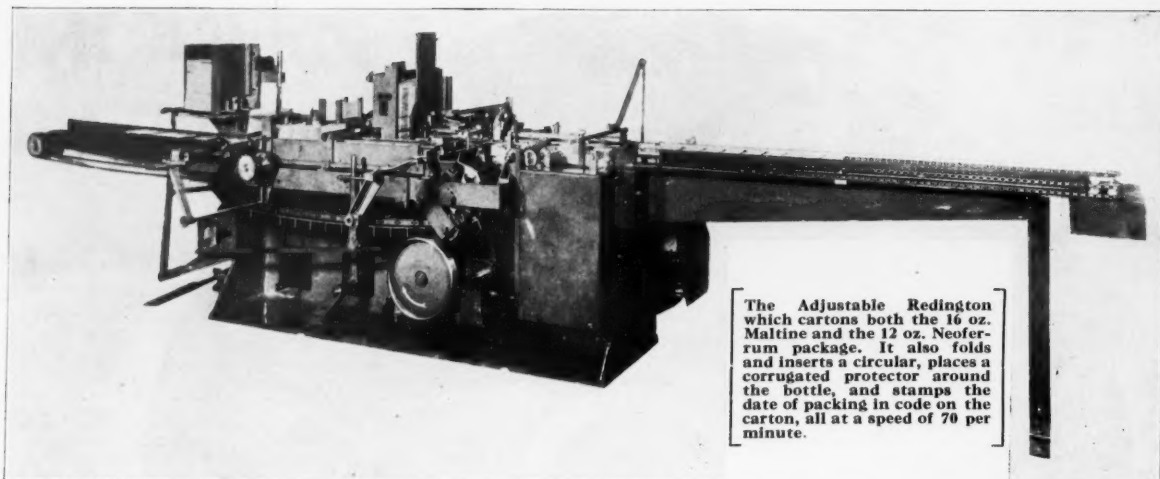


"Let me see it" . . . you've heard the customer request this often. The alert manufacturer takes advantage of this selling angle by showing his product in the most attractive manner . . . wrapped in SYLPHRAP. This transparent cellulose wrapping will show your product as it should be shown . . . in SYLPHRAP . . . which adds the charm of its silver sheen to the qualities of your product.

IF IT'S SYLPHRAP-ED IT'S BEST WRAPPED

MARCH, 1931

3



The Adjustable Redington which cartons both the 16 oz. Maltine and the 12 oz. Neoferum package. It also folds and inserts a circular, places a corrugated protector around the bottle, and stamps the date of packing in code on the carton, all at a speed of 70 per minute.

Perhaps Adjustable Cartoning Machines are the Answer to Your Problem

IF they are the answer to your packaging needs, you will be interested in the machine shown above which we built for The Maltine Company, Brooklyn, N. Y. It cartons either the 12 oz. bottle of "Neoferum" or the 16 oz. "Maltine" with equal efficiency. It is one of a number of similar installations handling up to 4 sizes of cartons on a single adjustable machine.

In less than 30 minutes this Redington Cartoner can be changed from one size to another. This operation is so simple mechanically that the average "handy man" can make the adjustments himself. Yet the cost of Adjustable Redingtons is not a great deal more than single size types. In fact, the saving made in hand labor and floor space on certain recent installations is paying for this small difference several times over within 12 months.

If your own product is cartoned in several sizes, or if you make two or more products of almost equal size, investigate Adjustable Redingtons—now!



F. B. REDINGTON CO., Est. 1897

110-112 So. Sangamon St.
CHICAGO, ILL.

REDINGTON PACKAGING MACHINES



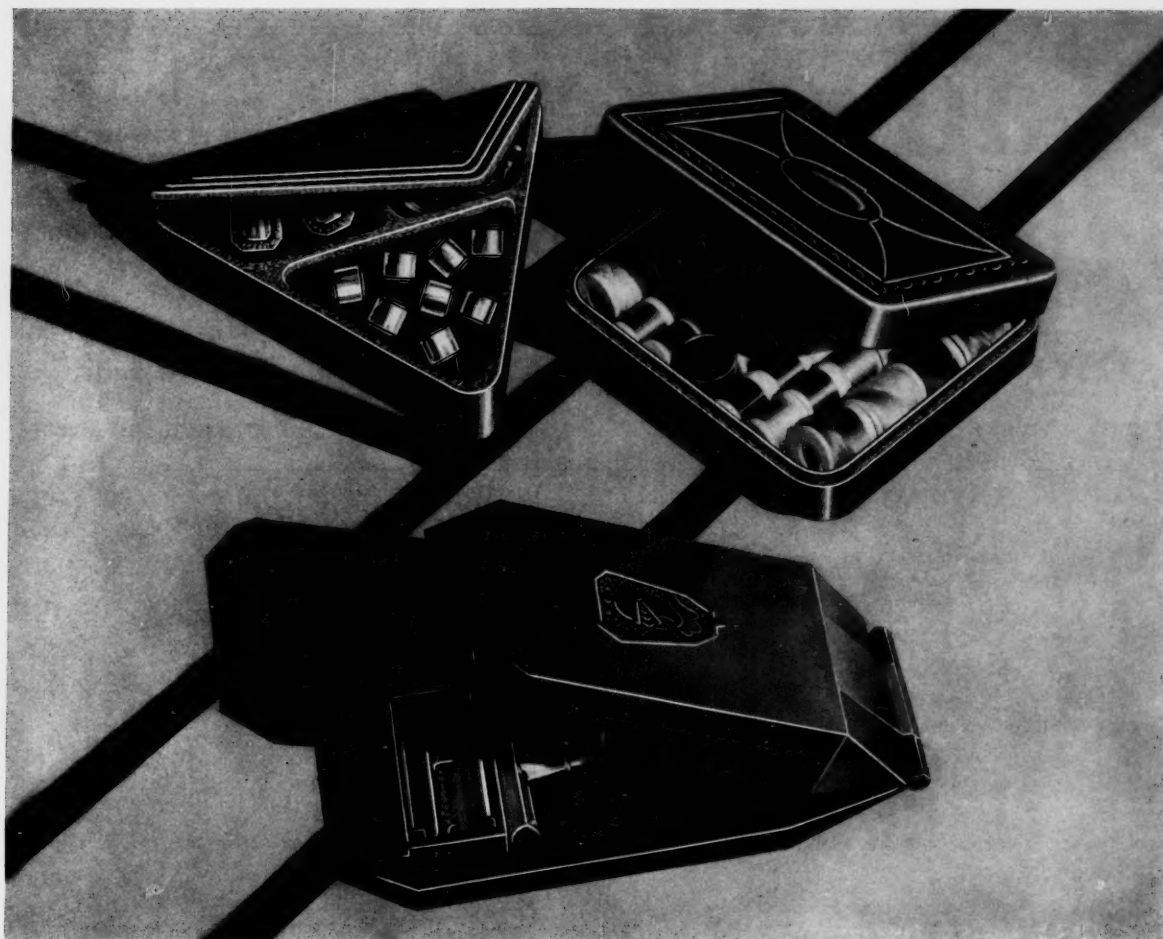
Custom Built for
Cartoning—Packaging
Labeling—Wrapping



AUGUST

ELDRIDGE SCHOOL

TRIANGLE



N O R T O N

NOW OFFERS THE PACKAGING INDUSTRY ITS RESOURCES
FOR THE CREATION OF MOULDED PACKAGES

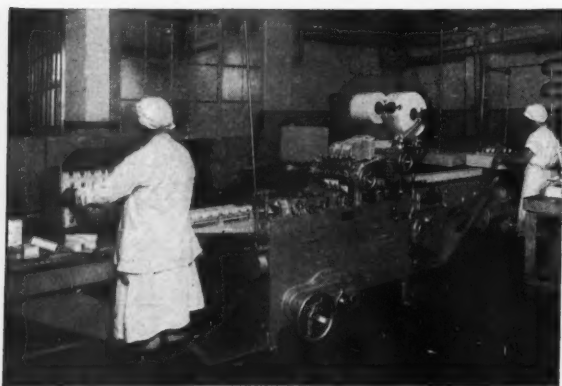
MANUFACTURERS, seeking new forces for merchandising their products, and for increasing sales, have been pleasantly astounded when Norton representatives have demonstrated the possibilities of moulded containers.

What has been done for others may be possible for your firm as well. Call in a Norton representative—no obligation at all.



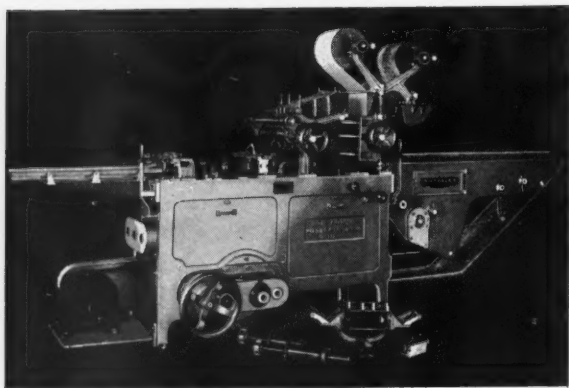
Can You

... answer these
Questions to your
own Satisfaction?



The upper illustration shows a Triplex in operation in the print-room of the Page Dairy Company

The lower photo is an intimate view of the Automat Triplex.



The Automat Triplex wrapping and cartoning machine, featured here, will individually singly or double wrap four quarters and automatically encloses them in a pound carton; two half pounds and enclose them in a pound carton; or pound solids and enclose them in a pound carton.

Bulletin No. 4 explains this 3 in 1 machine in detail. Write for it.

- 1 Is my plant operating at lowest possible cost?
- 2 Is Print-room production smooth running and on time?
- 3 Could I increase efficiency if my print-room were less crowded?
- 4 Does my product present the attractive appearance that it might?

The answers to the above questions are vital to every creamery executive. If you cannot answer them to your own satisfaction, then you should investigate Automat equipment.

The Automat line is complete, and in the print-room Automat tub cutters, printers, and wrappers and cartoners will help reduce costs, keep production smooth running and on time . . . occupy less space . . . improve the appearance of your cartoned product, and do the job quicker and better than any other method now known to the trade.

Let us prove to you what Automat equipment can do in your plant. Our engineers are widely experienced in suggesting money saving ideas. It will cost you nothing to talk to them. Write us.

The Automat Molding & Folding Company
TOLEDO, OHIO

AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

New York Office
43 Murray Street

Los Angeles Office
306 Calo Building

We Accept the Responsibility of Leadership

with full realization of the untiring task of

INTELLIGENT RESEARCH AND PROGRESSIVE DEVELOPMENT



Be sure to be on the mailing list of

AMERICAN BEAUTY PAPERS

Always something new, interesting and attractive

Manufactured by

C. R. WHITING CO., 2 Johnson St., NEWARK, N. J.

MARCH, 1931

7

DUREZ, the perfect molding compound, is now being used successfully for TRAYS, BOXES, DISHES, DISPLAYS, AND CONTAINERS OF EVERY DESCRIPTION

ONE of the most heartening signs of modern merchandising practice is the increased attention given to packaging. Magazines have grown up around the subject. Great industries employ men simply for their skill in design. Back of it all is the sensible realization that a container must do more than hold the product.

News comes from the closure field

Alert to the selling power of a colorful, clean, and unusual package, an increasing number of manufacturers are turning to Durez. Many of these concerns first heard of the perfect molding compound through its use as a closure material. (More than 95% of all molded caps in use today are made of Durez.) Knowing that Durez closures are strong, tough,

unaffected by the contents of the tube, screw down tightly, do not bind, and have a lustrous surface, they naturally considered its use for packaging.

Today, Durez either is used or is suitable for cake and candy boxes, for children's lunch boxes, for bridge cases, cigarette boxes, and watch cases. It has a place in the manufacture of jars for facial creams, powder boxes, display cases of varying styles and shapes, jewel cases, safety razor containers, humidors, sewing sets, cups, dishes, serving trays, and many similar articles.

New pastel colors

For some years, manufacturers have been able to secure Durez in a wide range of practical colors. And today, for the first

time in the history of the molding industry, soft, delicate pastel shades are also available! Durez now comes in old ivory, light blue, gray, pink, green and yellow. Other pastel shades will be added as soon as possible.

We shall be glad to tell you more about Durez, and its varied uses in packaging. And we shall send each month to you and your men a copy of "Closure News," which contains bright, newsy items of special interest to people in the toiletry and pharmaceutical industries. For "Closure News," and a free booklet, with information, write to General Plastics, Inc., 31 Walck Rd., N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

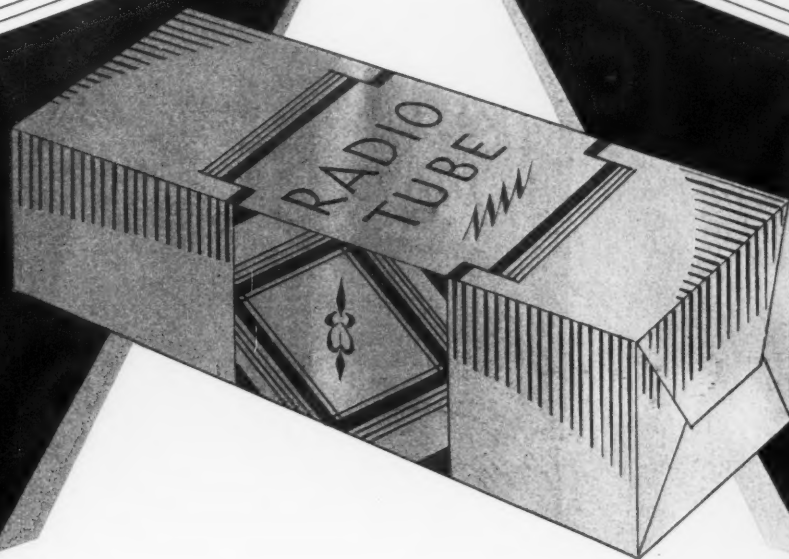


THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT



FOR PACKAGES . . .

OLD OR NEW . . .



Like a Flashlight this wrapping lights the way to Greater Sales . . .

Many a good tube is shelf-bound because it lacks an appealing package. Like a flashlight, wrappings of Alcoa Aluminum Foil will give shelf prominence to tube cartons, will light the way to greater tube sales.

This sparkling sales aid is actually metal. It is aluminum and retains its lustre. It is light in weight and tends to decrease carrying costs. It is strong enough to withstand careless handling.

Alcoa Aluminum Foil needs very little decoration, it is a decoration in itself. Where printing, embossing and lacquering are applied, the aluminum background adds materially to its attractiveness.

Let us send you complete information about Alcoa Aluminum Foil for packaging. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



ALCOA ALUMINUM

ROLLED INTO FOIL



A Party Dress, Easily put on, for a Steady Seller

Peanut Butter is the food with the dessert popularity. Put it in this party dress and watch more of it spread on bread, toast or crackers. Collapsible Tubes of Alcoa Aluminum preserve the delicious "first-bite" flavor; make peanut butter more easily used. These gleaming tubes have splendid eye-appeal on counter or shelf.

There is no possible contamination, for the inside of each tube is sterilized. The product is kept in perfect condition. Original flavor stays to the last serving. The unannealed cap is tough and strong—threads do not strip. The annealed body combines

strength with ease of folding in use. Collapsible Tubes of Alcoa Aluminum and peanut butter go together well in production. They fill easily without clips. Light and firm, they tend to speed filling operations and to save weight in handling, hauling and shipping. The tubes take and hold any type of decoration excellently.

Put your product into Collapsible Tubes of Alcoa Aluminum and step ahead of competition. Let us show you our samples. Please address your inquiry directly to ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



COLLAPSIBLE TUBES OF ALCOA ALUMINUM

**AUTOMATIC
ANDY**



Make the Most of this Machine Age

*Trust Your Packaging Costs to the
Keenest Machine*

With all the world gone automatic, a fraction of a cent's difference between your competitor's price and your own may be traceable to packaging costs—and further, to the difference between your machines in competition with his.

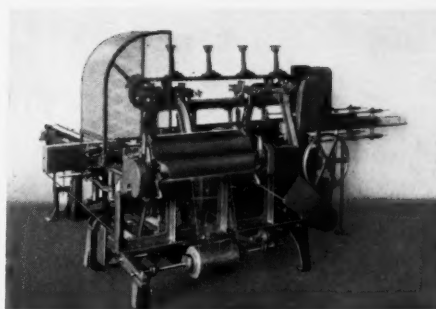
Johnson Greater Capacity Machines accept this challenge. Throughout the packaging line, unit for unit, if the construction and operation features of a Johnson machine cannot prove to you that lower costs or better results will follow installation, you have passed a final test. Your department is strongly organized against modern competition. To satisfy yourself on this score ask us to submit proved facts about Johnson machines. Indicate one operation on the coupon below and we will name the economies effected by the appropriate Johnson unit. *Send the coupon before you turn the page.*

JOHNSON AUTOMATIC SEALER CO., LTD.
BATTLE CREEK, MICH.

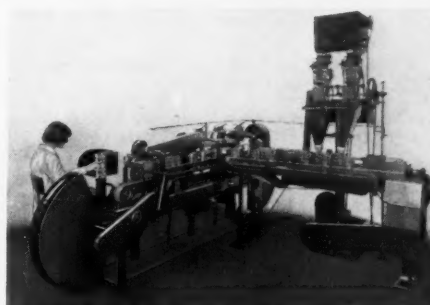
(Subsidiary Battle Creek Wrapping Machine Co.)

Foreign Representative: C. S. du Mont, Windsor House, Victoria St., London, Eng.

JOHNSON
Greater Capacity
PACKAGING MACHINERY —



Johnson Cellophane Wrapping Machine, Model C. Seals cellophane air and water-tight. Perfect automatic cellophane wrapping for maximum protection and display.



Johnson Combination Bottom and Top Sealer (Type L). A simple low priced unit to displace hand sealing. Shown with a Johnson Automatic Filling and Weighing Unit.

JOHNSON AUTOMATIC SEALER CO, LTD.
BATTLE CREEK, MICH.

Please submit the specifications and performance facts on a Johnson Packaging Machine for the operation I have checked below:

☐ Wax Wrapping ☐ Sealed Cellophane Wrapping
☐ Top and Bottom Sealing ☐ Weighing and Filling
☐ Carton Feeding and Lining.

My Packages are ☐ large ☐ small. I am interested in ☐ Greater Capacity Machines; ☐ Smaller, portable machines.

Name

Company

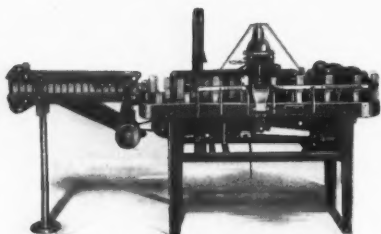
Address

City.....State.....

MP 3-31



*Packomatic Engineering
Department*



*PACKOMATIC Carton Sealer and
Filling Machine, Model 8*

A combined top and bottom sealing machine, with volumetric filler.

The filler is easily adjustable and positive, guaranteeing commercially accurate weights with free flowing products.

This machine will turn out 50 perfect packages per minute, with only one operator. Requires floor space of only 9 ft. long x 2 ft. 6 in. wide, weighs only 1065 pounds.

»» Packomatic ENGINEERING DEPARTMENT ==== *and* ==== DRAFTING ROOM «««

Here ingenious minds develop mechanical equipment which eliminates hand labor and saves millions of dollars each year for hundreds of manufacturers.

These technically efficient, mechanical engineers and draftsmen carefully lay out the specifications for each job, perfectly, accurately.

Each man takes a personal interest in the particular job he is assigned to and follows it through to a completed satisfactory installation.

A Packomatic Engineer is ready to meet you any time, any place, to help you work out your packaging problems.

*Write—Wire—or Phone for a
Packomatic Engineer Any Time
—Any Place—No Obligations.*

FERGUSON



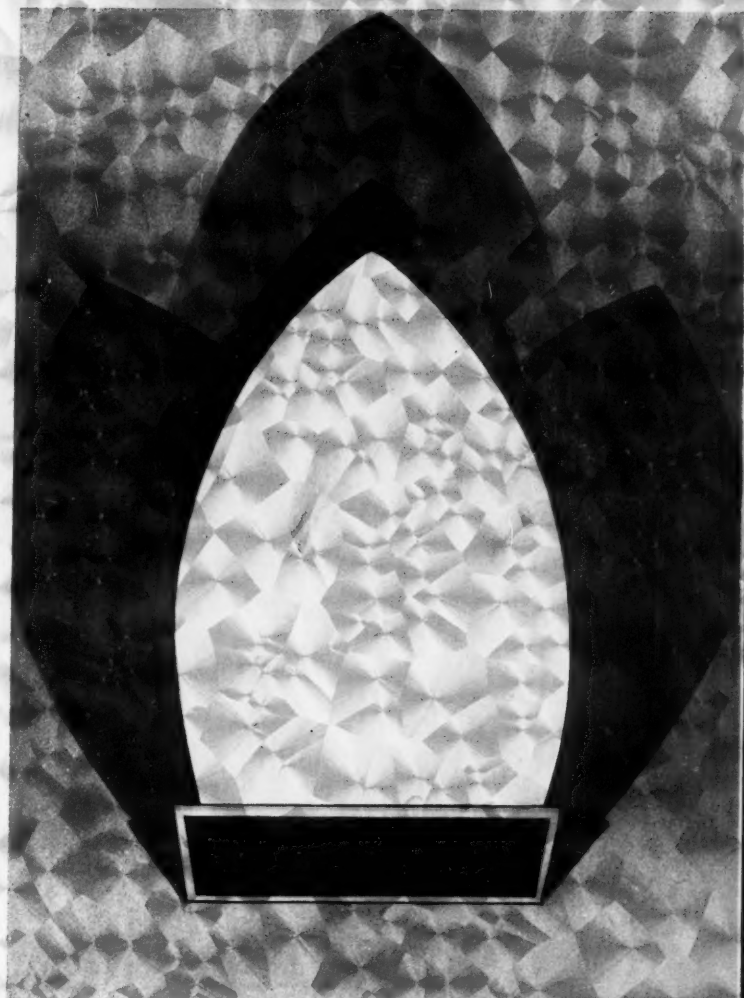
NATIONAL

PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

BRANCH OFFICES: NEW YORK—ST. LOUIS—LOS ANGELES





CIEL Refractone Papers

Reflected and refracted light gives delicacy of color and texture. This combined with the satin finish, brilliance and waterproofed surface, makes Ciel Refractone, in all popular colors, the outstanding contribution for better packaging for 1931.

You can use Refractone without any misgivings. Six months of shelf life will not impair its lustre or beauty.

Samples upon request

The ideal covering for packages of quality . . .

IT

doesn't finger mark!
doesn't crack!
prints well!
embosses well!

CIEL SALES COMPANY

LEOMINSTER, MASS.



CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

**4411 Odgen
Avenue
Chicago, Ill.**

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons

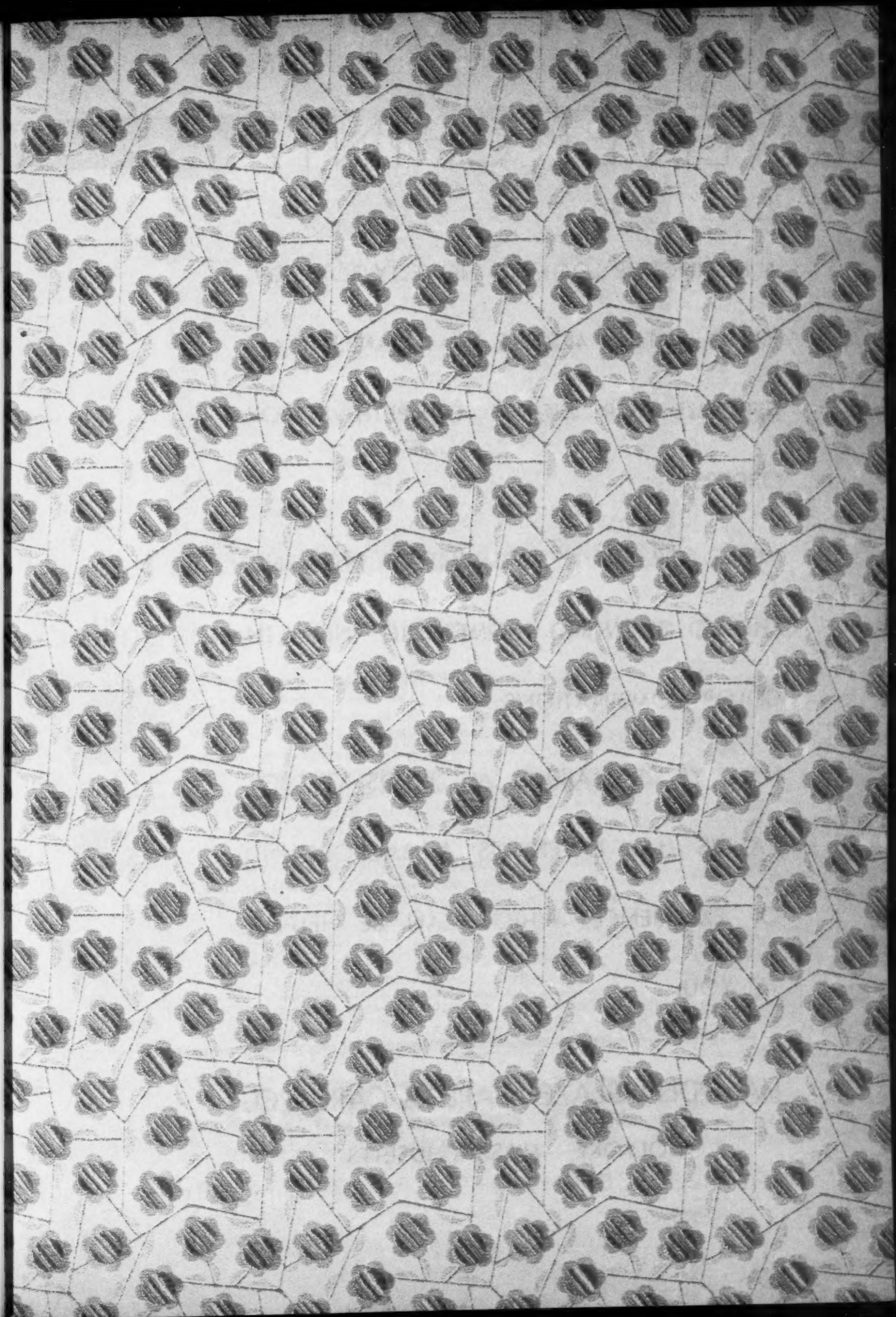


FIBRE CANS OF EVERY TYPE

When a fibre can is the subject for the packaging of your product, call in the R. C. Can Co. No matter what type of fibre can you require, they can contribute authoritative information that will be advantageous in many ways. A thorough knowledge of fibre can requirements and years of wide and varied experience enables them to make suggestions of vital worth—and what they say and do is based on practical facts and accomplishments—not theory alone. Manufacturers have gained substantial benefits by calling in the R. C. Can Co. They are at your service whenever you want them.



R.C.CAN CO.
ST. LOUIS, MO.



VELVET CHINTZ

A DISTINCTIVE LOOKING NOVELTY BOX COVERING, BUT AT A PRICE THAT MAKES IT ACCEPTABLE FOR HIGHLY COMPETITIVE BOX ORDERS.

WRITE FOR THE ASSORTMENT OF WORKING SHEETS, SHOWING SOMETHING NEW IN COLOR COMBINATIONS.

FIFTY YEARS MAKING ALL KINDS OF BOX PAPERS HAS GIVEN US A BACKGROUND OF EXPERIENCE, WHICH CAN BE HELPFUL TO YOU.

HAMPDEN GLAZED PAPER & CARD CO.
HOLYOKE, MASSACHUSETTS



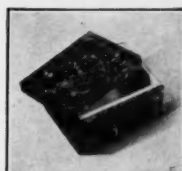
Avon Manicure Set.
California Perfume
Co., New York, N. Y.

Selling the "line" — instead of an item or two



Display stands that hold one each of a line of items, possess a dual advantage. They are welcomed by the dealer as an aid to attractive display, and coax the customer into buying a complete set or assortment. A sales winning display stand is that for the Avon manicure set. Made of lustrous Bakelite Molded, with accurately formed recesses that hold the different items securely in place, and with bottle caps of the same material, the assembly is most inviting in appearance. Its beauty and convenience would appeal to any woman.

Closures, containers and displays made of Bakelite Molded are a distinct advance in merchandising practice. Their inherent beauty gives added value to the products for which they are used. Almost any form or design may be accurately reproduced. The variety of colors available make this material an aid to unusual, individual packaging. You will be interested in seeing examples of the various ways in which Bakelite Molded is being used to improve packages, and we invite you to write us for full information and to enlist our cooperation.



BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.

BAKELITE

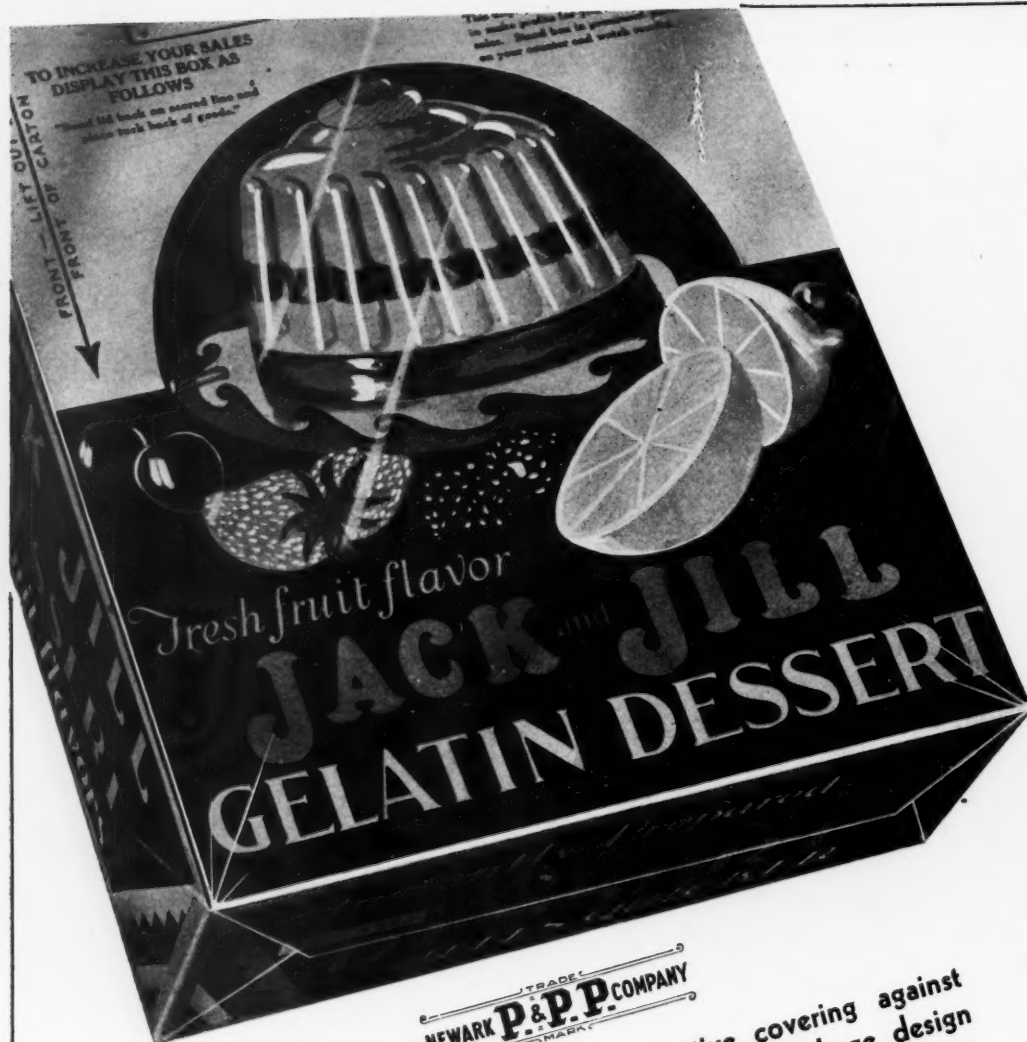
The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.



THE MATERIAL OF A THOUSAND USES

MARCH, 1931

13



TRADE MARK
NEWARK P.&P. COMPANY
TRADE MARK

A gelatin package requires a protective covering against air and moisture. At the same time, the package design must be as prominent and colorful as possible, therefore, the covering must have visibility.

What wrapping paper? You're right - - -

AQUALEEN
TRADE MARK REG. ©1927 N.P.&P. CO.

Newark Paraffine & Parchment Paper Co.
New York Office: 1071—6th Avenue
Main Office and Mill:
46 Jelliff Avenue, Newark, New Jersey
Mill: Pittston, Pa.



Number 2 of a series
of "BRINGING **Ridgelo**
TO THE CARTON USER."

PICK IT UP
AND
CONVINCE
YOURSELF

Ridgelo
CLAY COATED

FOLDING BOXBOARD

LOWE PAPER COMPANY

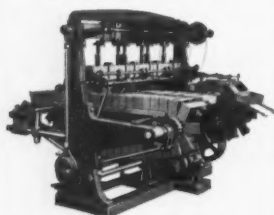
RIDGEFIELD, NEW JERSEY

Canadian Representative - W. P. Bennett & Son, 32 Front St., W., Toronto

THE best advertisement is the product itself. Here is an actual carton on this page made from **Ridgelo** Folding Boxboard. All we ask is that you judge **Ridgelo** for yourself. Take the carton off the page, fold it, compare it, test it, tear it and we know you'll specify

Ridgelo
CLAY COATED

*In less than two years
this machine became obsolete*



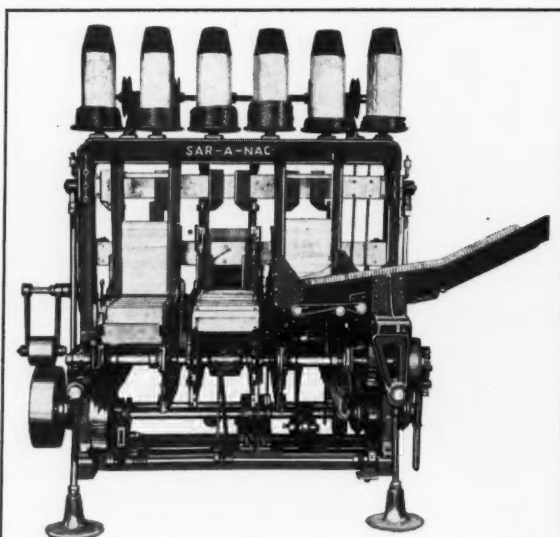
And was replaced by the machine shown below

STYLES CHANGE *in Machines as well as in dress*

Gone are the tandem bicycles of the past, the gasoline buggies, hoop skirts and beaver tiles. Progress has replaced the old with the new, the modern, the efficient.

There is no place for the antiquated or the obsolete except in museums.

The manufacturer who still uses out-moded machinery is vainly waging a losing struggle with his competitors who are using up-to-date equipment.



*And the satisfied customer who owns this machine
is willing to junk it as soon as we can develop
a still better machine for the work!*

Ever developing new equipment to meet the demand of the day, the Saranac Machine Company is constantly improving and rebuilding for efficiency, for the inexorable law of progress demands it, as do the alert and progressive manufacturers.

RENEW YOUR EQUIPMENT



SARANAC MACHINE COMPANY

STAPLING AND PACKAGE MAKING MACHINES

FOR WOODEN, VENEER, PLYWOOD, FIBRE AND PAPERBOARD CONTAINERS

SPECIAL MACHINERY

BENTON HARBOR, MICHIGAN, U. S. A.

ITS GOLDEN SPLENDOR



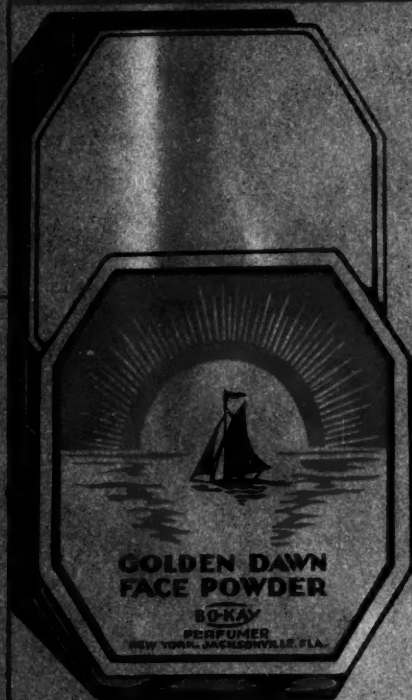
Artcote gold paper once again proves the choice of the discriminating manufacturer. Its golden surface heightens the family resemblance of the entire Golden Dawn line and takes to color and to print like no other paper.

Artcote Gold and Silver papers offer unlimited possibilities. There is a grade for every purpose.

Send for a sample sheet of Artcote—test it and be satisfied there is none better for your particular problem.

ARTCOTE PAPERS
INC.
IRVINGTON, N. Y.

ILLUMINATES THE



PACKAGE



ANOTHER MANUFACTURER'S GOLDEN DAWN LINE

This specimen is printed on Artcote 3360 Gold.

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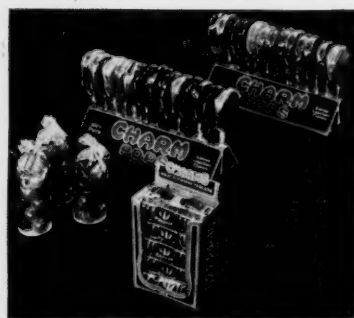
Ce

LOLLIPOPS *become* DOLLS

under this MAGIC TOUCH



Cellophane helps to make fascinating candy novelties out of plain candy



Top — Sales-attracting CHARMs candy novelties. An example of what can be done with colored Cellophane to stimulate the interest of retailers and consumers.

Part of the regular CHARMs candy line. Cellophane assures them good display places on retail counters.

THE CHARMS COMPANY use colored Cellophane to make candy novelties popular candidates for party favors, dinner parties, children's prizes and Christmas tree decorations. And they started by wrapping their regular line in Cellophane. Increased sales follow in the wake of Cellophane-wrapped merchandise. For just as Cellophane changes the commonplace into the exceptional . . . it turns slow-moving items into best sellers.

It is surprising how many uses Cellophane really has. It offers untold opportunities for practical business men to increase the salability of their products . . . and to widen their markets. Investigate Cellophane for *your* products.

Du Pont Cellophane Company, Inc., 2 Park Ave., New York City



Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting

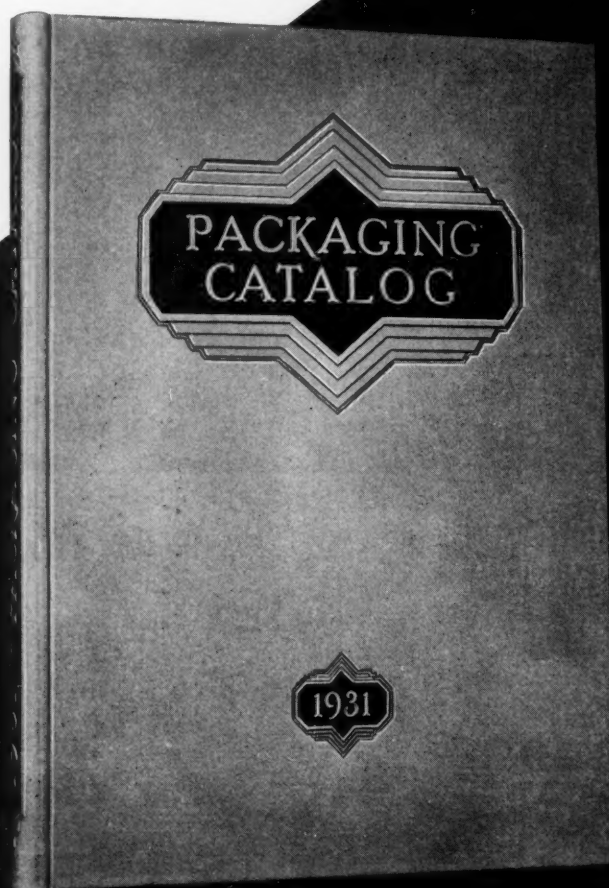
PERFECT
PERSUASION
in PACKAGING

IS
achieved
by
your
nearest
approach
to
irresistible
appeal

●
the
mind
of the
buyer
is
prompted
by
sight
and
touch
to
deference
and
preference
for



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published by Breskin and
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Distinction!

Marvellous simplicity marks the modern taste! The
de luxe binding of the 1931 Packaging Catalog
which will be in your hands within a few days is
an actual example of the distinctive and exquisite
effect you can obtain for your package.

The lustrous silver, and the fine water-grain were
made to the specification of the publishers.

THE KERATOL COMPANY

NEWARK South & Van Buren Streets NEW JERSEY

KERATOL IS WASHABLE, MOISTURE-PROOF, SCUFF-PROOF, AND MADE IN MANY NEW COLOR COMBINATIONS.

KRAUSE METASEAL



Krause Metaseals are especially adaptable to products which must convey quality such as Candies, Perfumes, Jewelry, Cutlery and other fine items.

The ease with which they are applied, and the fact that they shape themselves to irregular surfaces, makes them extremely desirable.

RICHARD M. KRAUSE

INCORPORATED

304 EAST 23rd STREET

NEW YORK

Representation in all prominent cities

MARCH, 1931

19

RIEDEL

Protective Wrapper

PAPERS



If a Riegel Protective Paper Wrapper is not a part of your package, why not investigate the sales-increasing advantages that it offers?

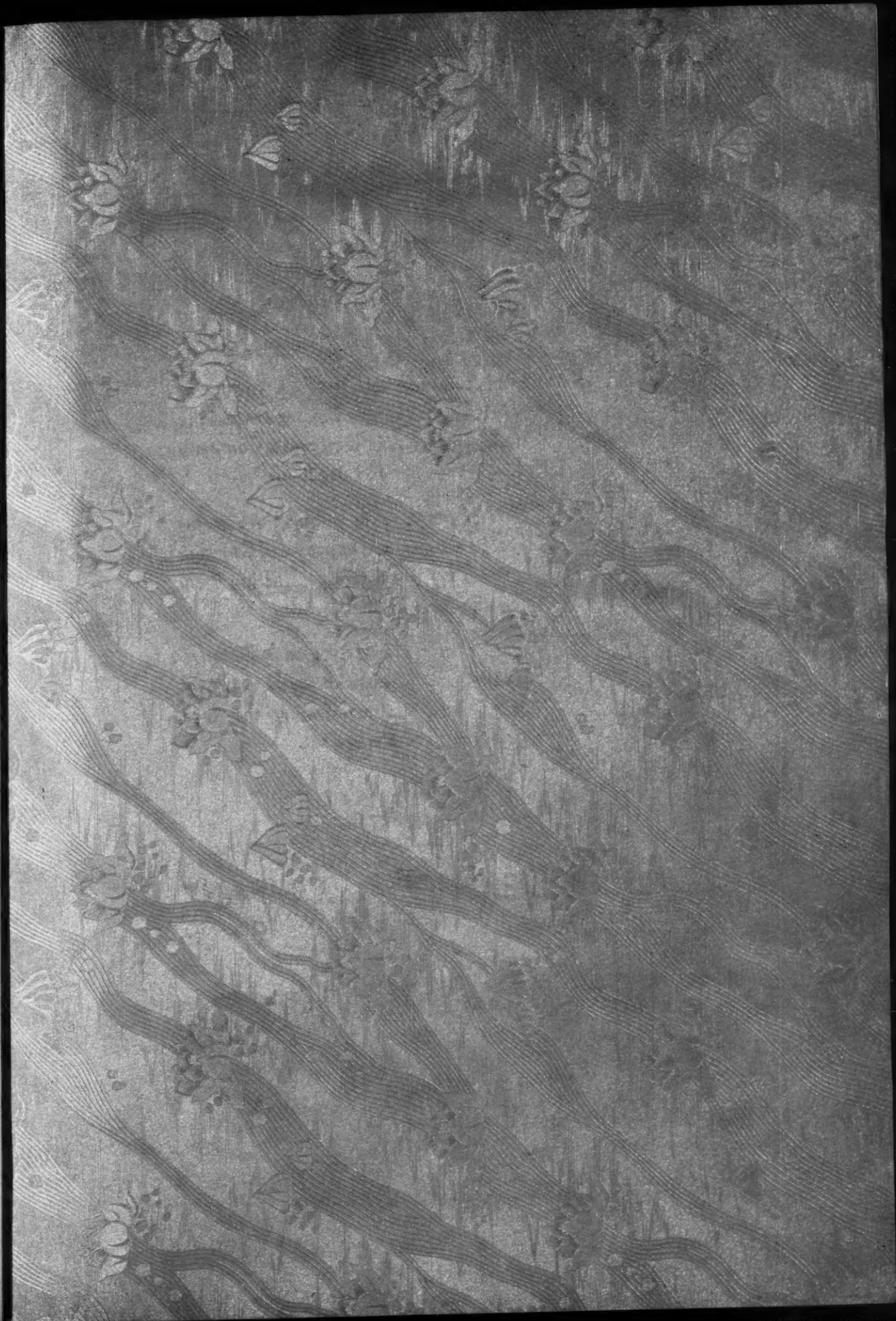
Many products have been helped to leadership by a Riegel Paper Wrapper. Whether your problem is protection against grease or moisture—lasting freshness—or simple, saleable, eye-appeal—there is a Riegel Paper to exactly answer your needs.

Consult us, if you wish, without obligation.

RIEDEL PAPER CORPORATION

342 MADISON AVENUE, NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford



Standard of Excellence

The creation of THE STANDARD of excellence among boxpapers is the task which Louis Dejonge & Company has always set for itself.

The paper-buying public have manifested a continued approval of Dejonge papers by consistently selecting them for the best of their work.

This positive evidence that Dejonge quality still meets with ready approval will insure our maintaining the high goal we have always set.

LOUIS DEJONGE & COMPANY

PHILADELPHIA • NEW YORK • CHICAGO



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SELL THE EYE FIRST

A cardinal principle in today's merchandising is "sell the eye first." Sales are not made if the product cannot catch the eye and hold that attention. The successful package must do that for the product and that's why moulded containers by Kurz-Kasch are much in vogue.

No eye will pass over these beautiful containers. Their striking colors, their everlasting lustre, their graceful design—all make for instant appeal. The permanency of a moulded package and its re-use value are two distinct advantages which assure sales.

Send us your product. We'll be glad to show how much more attractive a Kurz-Kasch container will make it.



The KURZ-KASCH COMPANY

— Moulders of Plastics —

NEW YORK

DAYTON, OHIO

CHICAGO

\$ 1.15
FOR YOUR
PACKAGING
DOLLAR

With competition keener than ever, every dollar expended for production costs must go the longest way.

Manufacturers everywhere recognize this fact and use Bliss boxes for their packaging. They can use the 15% sav-



ings in cost and they can use a better and sturdier box.

You're not getting your money's worth unless you are using Bliss Boxes and Equipment. Investigate now.

H. R. BLISS
COMPANY, INC.

*Manufacturers of Wire Stitching
 and Adhesive Sealing*

*Machinery for All Types of
 Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St.,
 New York, N. Y.
 618 So. Dearborn St.,
 Chicago, Ill.

Harry W. Brintnall Co.,
 San Francisco, Cal.
 James O. Leavitt Co.,
 Ogden, Utah

THE LURE OF COLOR



in a package liner that combines
BEAUTY and UTILITY

BILLOWPAK will add that much wanted distinguishing *chic* to the package of *your* product. It will protect against damage while embellishing your product with its rich color harmony or contrast.

It will reflect your pride in the high character of your product . . . conveying an unmistakable message that *yours* is the best.

Billowpak will do all this at small cost—less than you would think, considering its quality.

Compare Billowpak with the best grade of corrugated board. Note its remarkable resis-

tance to crushing — its surprising “come-back” after release of pressure.

Does your product deserve or require this greater protection — plus beauty of appearance?

Billowpak in white or in bright colors, can be furnished die-cut and scored, with various types of paper backing.

Samples and full information on request.

BILLOW PAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

CREPE WADDING

Kimberly-Clark Corporation, Mfrs., Neenah, Wis.

Address nearest sales office at MP-3
 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City
 Please send free samples of Billowpak.

Colors.....
 Firm Name.....
 Attention of.....
 Address.....
 City..... State.....
 Our product is.....

PETERS ACQUIRES A

THE acquisition of the Spencer Cellophane Packager by the Peters Machinery Company marks an epoch in the packaging industry.

Peters packaging equipment has played no small part in this phase of industry and with the introduction of a cellophane packager, the packaging industry can well cry Eureka—for here is a machine which will revolutionize the method of cellophane packaging.

A marvel of creative engineering, the manifold advantages of this machine will soon replace antiquated methods wherever transparent cellulose is used.

The process of operation is one of continuous package making—the cylindrical bag is automatically produced in the process of packing—thereby eliminating the cost of bag making.

It takes your product, be it loose, free flowing or bulk, and with one operation makes a transparent container, fills it, and seals it with an effective twist to which small metal clips are affixed. Thus you have



A CELLOPHANE PACKAGER

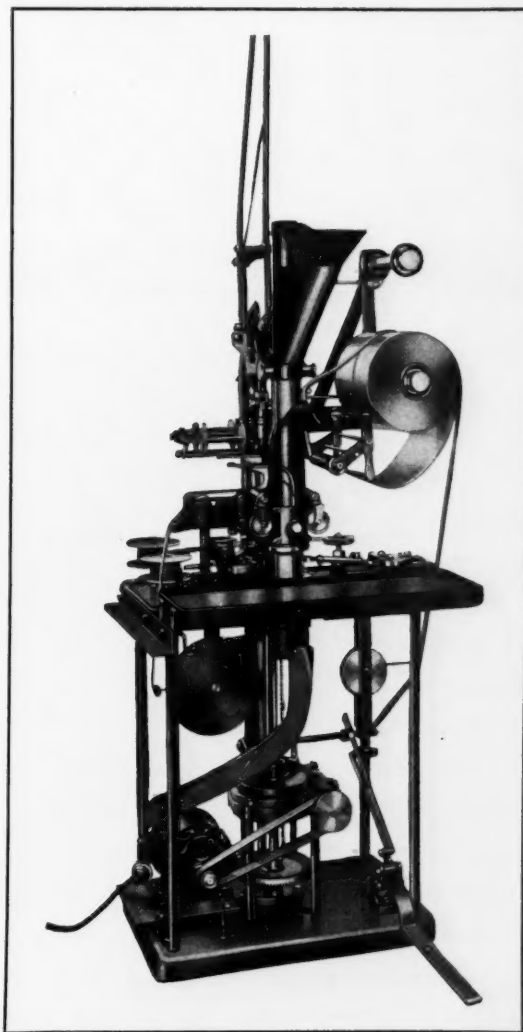
an attractive, air-tight and hygienic package. Labels, strings and advertising matter may be applied at the same operation.

•

A movement of the hand adjusts the machine to handle packages ranging in length from 1" to 6" and choice of diameters from 1½" to 2¾". It is capable of applying a single or double wrap using transparent cellulose. The Cellophane Packager operates at the rate of 1000 to 1200 containers per hour.

•

Think of the advantages of the Cellophane Packager . . . its economy—saves 30% to 40% of materials . . . its versatility—adjustable to various sizes . . . its elimination of hand labor—it will replace as many as twenty hand operators . . . its accuracy, dependability and speed. Send for further particulars giving details of your own packaging problem.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A





A CLIENTELE OF DISTINCTION

Infinitely varied are the requirements of the "U S" Clientele, many of whom we have served uninterruptedly for nearly half a century... The individual client occasionally faces what to him are perplexing problems in packaging; but he knows that "U S" service will offer the right solution, and produce packaging materials worthy of his quality product. *en en en* We can serve you, too.



Our product helps sell GOODYEAR CEMENT;
We can help sell your product too.

"COLOR PRINTING HEADQUARTERS"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
110 Beech Street

BROOKLYN
101 N. 3rd Street

BALTIMORE
28 Cross Street

Sales Representatives in 16 Cities — A Nation-wide Service.

Most packaged merchandise is bought by women.

AND the modern woman loves STYLE. She looks eagerly for the new fashionable colors.

THE use of these colors on your packages and in your advertising is sure to captivate her.

MIDDLESEX keeps in constant touch with noted style authorities, and reproduces in VANI-MODE box papers the exact shades decreed by fashion.

Specify **VANI-MODE** Papers

Stocked by MIDDLESEX in 18 smart colors, in a variety of intriguing, truly modern designs.

Although these beautiful papers were created primarily for box coverings, they also make highly attractive labels, linings, wraps, French fold announcements and covers. They may be lined to order with folding box board or catalog cover stock.

Sample books or sheets by return mail



MIDDLESEX PRODUCTS COMPANY.

A MODERN MILL

38 Chauncy St.
BOSTON

308 W. Washington
CHICAGO

C. B. LAGE, Western Representative





EVERY morning when America sits down to breakfast, millions of packages of cereal contribute their contents. Cereal is the universal American breakfast food. Few packaged products equal it in unit volume of sale.

A major packaging job, this—calling not only for speed to keep up with tremendous productions but thoroughness, and cleanliness to protect the product and the manufacturer's reputation. Here again, as in practically every packaging industry, the largest producers of the country's

The NATION'S most FAMOUS Cereals too—

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.

Branch offices in New York, 26 Cortlandt Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street; Melbourne, Victoria; Sydney, N. S. W., and Trafalgar House, No. 9 Whitehall, London, England

most famous cereals, package their products with Pneumatic Scale packaging machines.

The problem of the best method of packaging in your plant has been solved for you by such concerns as these. The history of the experience of America's largest producers with Pneumatic Scale packaging machinery is contained in an unusual book "An Interview." Ten minutes reading that may save you thousands of dollars in your packaging operations. We shall be glad to send you a copy. Write for it, today.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines.

The inauguration of a new package in an established firm is indeed a vast undertaking. Production must never lag for a moment. Orders keep coming in and every effort must be made to maintain a fast production schedule. In fact, a new package often means an increase in orders, but a Stokes & Smith has yet to fall down on the job.

The installation of Stokes & Smith packaging machinery by prominent manufacturers should be sufficient evidence of superiority in package machine production. We shall be glad to submit to you the details of our package machinery. Just drop us a line.

The tightwrapped package was an innovation for the Three Minute Cereals Co., Cedar Rapids, Iowa. The Stokes & Smith Tightwrapper was installed as part of the new machinery ordered to cope with modern mass production needs. An interesting feature of this package is that the larger sized packages have china premiums in them.

FILLING MACHINES ♦ CARTON SEALING MACHINES ♦ WRAPPING MACHINES

STOKES & SMITH COMPANY

PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—13 GOSWELL RD.

UNIFOIL COVERS

Metal - Foil
mounted on pa-
per and paper-
board — for
boxes, cartons,
folders, book-
lets, displays,
etc.



Unifoil comes
in a wide range
of patterns and
weights. Cata-
log and particu-
lars on request.



Most of the leading fancy paper
dealers handle Unifoil, will gladly
furnish working sheets, and can
make prompt deliveries from stock.



REYNOLDS METALS COMPANY

541 West Twenty-fifth St., New York City

5 N. Wabash Ave., Chicago

345 Ninth St., San Francisco

**BEFORE YOU TURN
THIS PAGE...**

**MAKE SURE THAT
YOU HAVE SENT
FOR THIS
BOOKLET**



A copy of "Merchandise and Merchant Eyes" will be mailed upon request. It is gratis, of course.

THE principles of merchandising may have changed since time began but the purpose of merchandising is still the same.

What every merchant should know about merchandising, especially from a packaging viewpoint, is told in this booklet in a style brief and breezy. It is not a history—mind you—but an exposition of some very interesting facts, viewed from a merchants' angle.

Those who sell to the packaging industry will find some particularly edifying thoughts in this booklet.

BRESKIN & CHARLTON
PUBLISHING CORPORATION
11 PARK PLACE
NEW YORK, N. Y.



This is a sample of
SUPREME STONE
Green, Design No. 98



SUPREMETONE

***An extremely popular
design in box covering***



THE delicate, decidedly modern design shown here is Pattern 26 of our SUPREMETONE Box Coverings.

This strong, fine quality, coated covering is made in a multitude of patterns . . . every one of them interesting and novel, all different, all obtainable in eleven bright, true colors, either restrained or eye-arresting in shade. It comes in 26" rolls or any of the sizes that cut from it.

II

***Beautiful
Colors***

in a large variety of

***Embossing
Designs***

Designs can be originated and produced for special requirements within a short time. Send us your specifications and let us submit a few.

SUPREMETONE's most notable characteristic is its affinity for printing of all kinds, especially hot-press stamping.

Write us today for sample books of various SUPREMETONE patterns showing all colors. You incur no obligation.



The NEW YORK-NEW ENGLAND CO.
HOLYOKE, MASSACHUSETTS



"BY ACCIDENT
OR DESIGN"



... but the appeal of a Foxon label is always by design—for in every case it is designed to *fit*, whether as a plain seal, string tag, band or foldover.

Let it bring to your gift packages that look of finished planning which is the highest compliment a gift can convey.

THE FOXON COMPANY

227 W. Park Street
PROVIDENCE, R. I.

sales value ...*plus*

IN 1931, when every possible means will be used to get customers into stores and to keep merchandise moving . . . don't overlook the *sales value* of your packages.

Style! Shifting . . . compelling style is the *new force* in commerce. Manufacturers everywhere are adopting style and color to give greater selling appeal to containers and to automobiles, radios, floor coverings, baggage, clothes, etc. You must do better than hold your own with this new competition . . . else you may lose sales.

Continental's specialists in package design, thru years of experience, know "Sales Value Plus" in cans. They will be glad to assist you with your package problems.

IF YOU HAVE A PACKAGE PROBLEM

Your Nearest Continental Sales Office Assures Prompt Attention

Baltimore, Md.
3500 East Biddle St.

Boston, Mass.
131 State St.

Chicago, Ill.
4622 West North Ave.

Cincinnati, Ohio
2510 Highland Ave.

Dallas, Texas
1118 Praetorian Bldg.

Detroit, Mich.
1900 East Jefferson Ave.

Jersey City, N. J.
16th & Coles Sts.

Kansas City, Mo.
Guinotte & Lydia Ave.

Los Angeles, Cal.
3820 Union Pacific Ave.

Passaic, New Jersey
217 Brook Ave.

St. Louis, Mo.
Post Office Box 1242

Wheeling, W. Va.
Wheeling Steel Bldg.

Nashville, Tenn.
500 Benton Ave.

New Orleans, La.
521 N. Scott St.

Denver, Colo.
3033 Blake St.

*Specialists
in Packaging
to Sell*

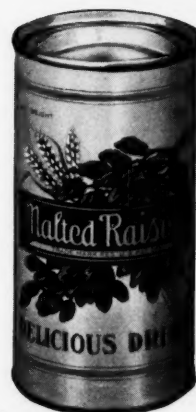
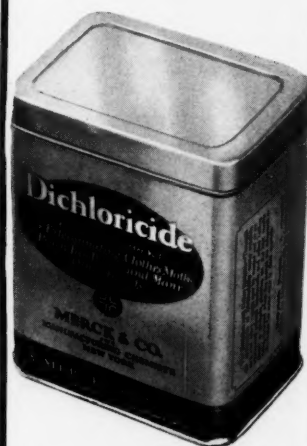
CONTINENTAL CAN COMPANY INC.

NEW YORK: 100 East 42nd St.

CHICAGO: 111 West Washington St.

SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed In Tin"



MODERN PACKAGING

MARCH, 1931

Volume Four
Number Seven



Definite Color Trend in New Jewelry Boxes

A most representative array of boxes for jewelry and cosmetic uses, which ushers in a trend the direction of which has been noticeable for some time, has been exhibited by the Dennison Manufacturing Company, New York, as the initial examples for 1931.

Space, unfortunately, does not permit us to illustrate the many beautiful samples displayed at the recent exhibit which was held at the McAlpin Hotel, New York. A few are reproduced above. All are worthy of comment because of design merit but primarily they display a strong tendency on the part of paper container manufacturers toward color appeal. This is distinctly applicable to jewelry boxes in all price ranges and is the direct result of a demand for simplicity in materials and display catching features in containers for this type of product. There is no question that color will aid ma-

terially in exciting consumer interest, at the same time eliminating laborious effort in the creation of attractive window displays.

One move toward the latter objective is effected by one of the packaging methods employed by the Dennison company and illustrated at the upper right of the photograph. Three containers of varying sizes, covered in each instance with black, silver and red glazed paper, are used to pack twelve rings in individual multi-colored, metal cloth-covered boxes. This packaging method was expressly designed for the convenience of jewelers to form a display platform for these rings as shown. The combination of red, silver and black, in order of size, is exceedingly smart and no effort at all is consumed in employing it as a window display fixture.

The containers shown at the (*Concluded on page 50*)



Decorative Wrapping Papers Employ Novel Effects

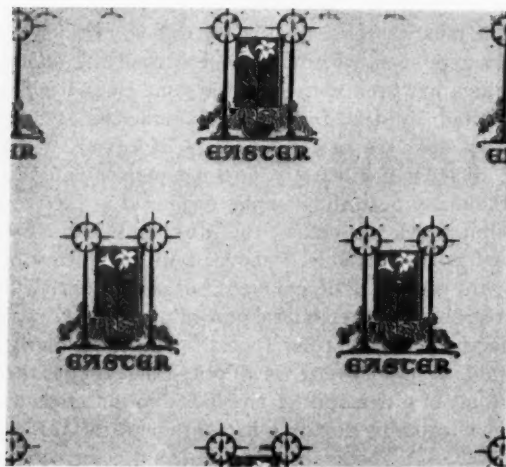
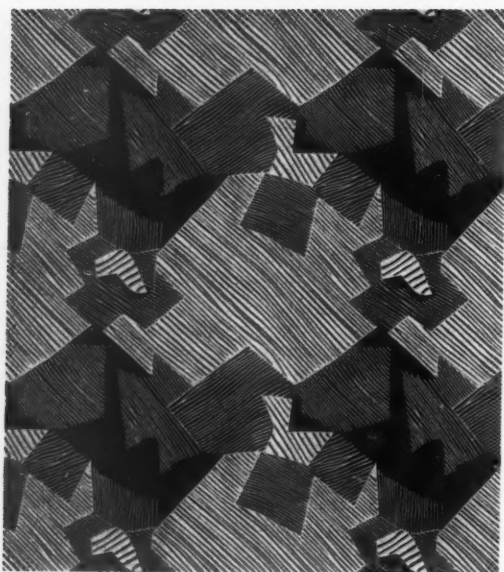


At the upper left, a strong yet dainty floral treatment which depends for effect on the employment of shadows cast by the motif. Comes in a periwinkle blue background, the design in white, roughly touched with blue and the shadows in an elusive blue-white. From the Hampden Glazed Paper & Card Co.

At left, a delightful informal design, employing the symbols of the coming holiday season, printed in four colors on transparent cellulose in parallel and repetitive motifs. It possesses an unusual charm and the delicacy of the designs is heightened by the expert use of color. By Shellmar Products Co., Inc.

Lower left, a fast moving modernistic pattern executed boldly in black and white. Bearing the name "Metropolis," it depicts in its lines and treatment, the largeness, the tempo of a modern city. Available in six other colors. By Charles W. Williams & Co., Inc.

Below, another exquisite product on transparent cellulose from the Shellmar Products Co., Inc. This one, however, is definitely formal with its stately rendering of the spirit of Easter-time. Only three colors, gold, blue and green, are employed in the printing of the design.



A Modern Package with Oriental Appeal

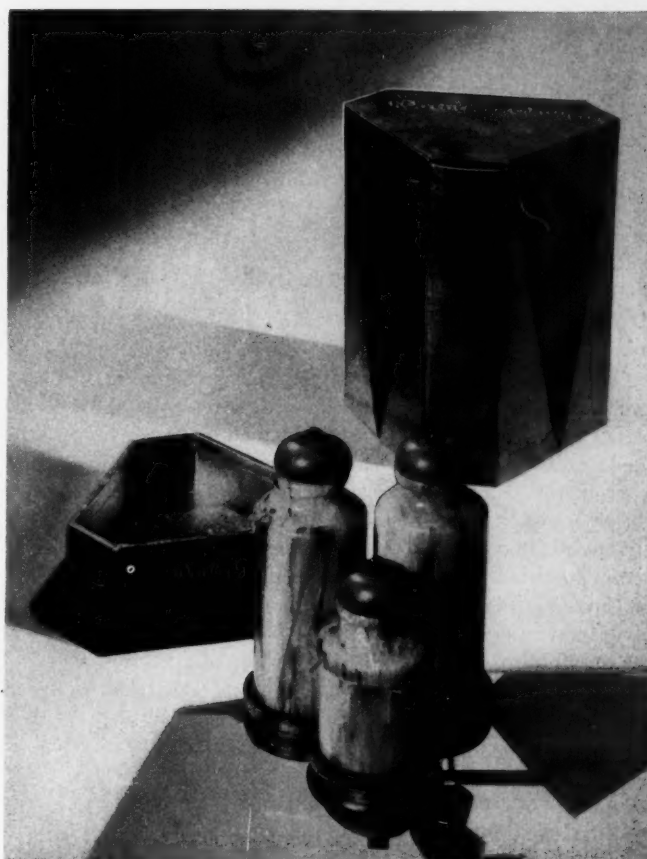
By Mary Michaels

From the vast sources of Chinese culture and art many priceless and beautiful objects have been the inspiration of American production. Possibly, nowhere else in the world is there a more valuable collection than in the Orient, and from one of these Dorothy Gray has put into the hands of consumers a most ingenious and attractive piece of work. That this was made possible through the use of modern materials, whose qualities are particularly adaptable to a simulation of antique Chinese art, is most interesting to all manufacturers and producers to whom modern packaging methods is a vital problem.

This exceptional product, the latest Dorothy Gray manicure set, is a model of an original set of antique Chinese snuff bottles, made of agate with garnet tops, which stood side by side in a teakwood stand. The rich colorings and harmonious shape of the bottles have been followed as closely as possible in the copy, Catalin, a synthetic phenol casein, being used to obtain the effect of agate. It is a superb piece of workmanship with its striations of brown, jade and ivory which make the bottles stand out like jewels against the orange molded tops, through the center of which has been inserted a small green glass bead. The photograph, as much as a black and white reproduction can, does justice to this set, in that a faithful colorful picture can be visualized. It possesses all the glamour, the fascination, the charm of the Orient, combined with the excellence of American manufacture. The stand, into which the bottles screw tightly, quite closely imitates in black phenol resinoid the original teakwood stand.

Upon deciding to use this model for a nail polish set, it occurred to Dorothy Gray that a more attractive package would be obtained if a third bottle, in a smaller size, were added, bringing the package to the form of a triangle, and thereby creating a complete manicure set with nail polish, remover and cuticle softener.

As is well known, these products, because of the chemical properties they contain, will not permit their enclosure in any synthetic container as they deteriorate the material. It was necessary, therefore, to make a

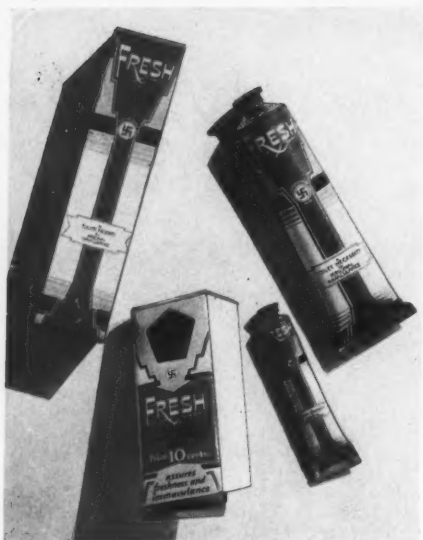


E. H. Rehnquist

glass bottle to fit the inside of the phenol casein bottle and since the latter unscrews, these can either be refilled by removing them from the stand or pouring the liquid through the neck of the outside bottle. The removal of the glass bottles is not a necessity, yet the construction provides a means of convenience to the purchaser.

Harmonious in conception is the container in which the set comes. The color scheme is black and dull gold. A platform effect forms the base which is covered with black Keller-Dorian velour paper, the latter also used for the triangle design in black, pasted over the gold paper-covered top. The trade name is artistically embossed on the top of the cover and lettered in gold at one side of the base.

The molding of the stand and caps is the work of the Boonton Molding Company and the Catalin bottles, which is a cast and machine job, is a product of the American Catalin Corp.



What's New in Packages

facturing Corporation, Wilmington, Del., and the cartons are from the Ace Carton Company, Cicero, Ill.



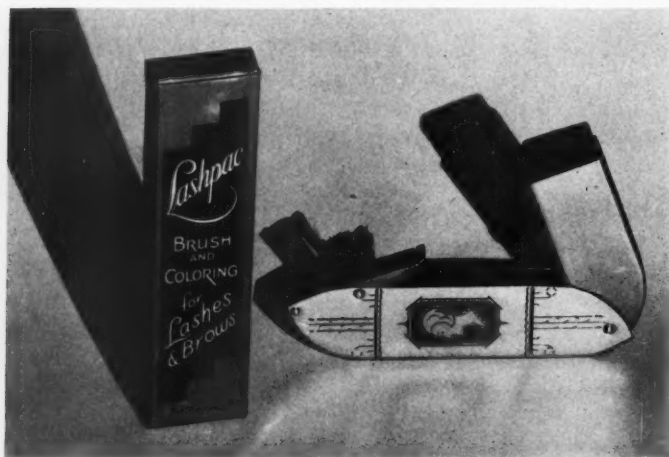
In a dainty metal compact are combined mascara in stick form and a tiny brush from the Kurlash Co., Rochester, illustrated below. The mascara slides in and out like a lipstick and a turn will swing the brush

In the cause of packaging to sell, our desk has literally and figuratively been piled to the extent of completely forming a barricade, behind which our sense of the attractive, combined with the practical in packages, is given full sway. In designs, in color, in materials and in originality, they make an imposing assortment.

Above is illustrated a ten-cent and fifty-cent size of Fresh, a new antiseptic deodorant and a product of the Pharma-Craft Corp. As will be noted, both tube and carton have the same design, that of the latter carried out in minutest detail, with the exception of a window effect in the smaller carton, displaying the inserts accompanying each container. There is a clearness, a sharpness to the design and colors used that harmonizes and interprets the qualities of the product as expressed by its name. Its lines are pleasing and the rose color of the design proper contrasts refreshingly with the gray of the carton and the lithographed tube, gray narrow bands and wide bands of black. A black phenol resinoid cap adds the completing touch to the collapsible metal tube. The latter is a product of the Bond Manu-



into position for use. The carton, which carries the trade name "Lashpac," is attractively printed in green and black with white lettering, the geometric design in black is smartly simple and modern and repeated on the reverse side of the carton.



That the house of Alice Foote McDougall is a by-word for whatever is ultra modish, exclusive and artistic, is too well known for extensive mention. That its products have attained eminent recognition because of their superior qualities is also true, and in the packaging of the company's latest product this reputation is sustained.

The fundamental practice of this house in producing and merchandising being "the best from the inside to the outside," it was inevitable that the jar illustrated on page 36 would be the last word in smartness. Its lines are definitely modern, simple and harmonious. The label which completes the finishing artistic touch is a silver metal seal with the silhouette head, firm name and border in dark blue. The latter is a product of the Stanley Manufacturing Company, Dayton, Ohio.



The attractive package below contains the new Nusheen hair rinse put out by Nusheen, Inc., New York. In a statement from its sponsors, we are told that its features mark a decided departure from the run of hair dyes now on the market, being primarily a rinse to restore gray hair to its natural color. The package which contains five rinses comes in several colors, each, as the illustration shows, incorporating in the design four shades of that color. The design itself is exceed-



ingly simple in its execution and attains artistic merit, in addition to the fine balance employed, through the use of the variations in hues. For window and bulk displays they create compelling appeal. Nusheen is also put up for the retailer's convenience in display cartons of assorted shades, designed along the same lines and containing twelve individual packages.



An eye-catcher is the container of leaf spinach, a product of the Whitefield Foods, Inc., Cleveland. The fibre can, spiral wound, is covered by a brick-red label with the design and border in gold. As the illustration indicates, the water has been eliminated from the vegetable by the process of dehydration. By adding

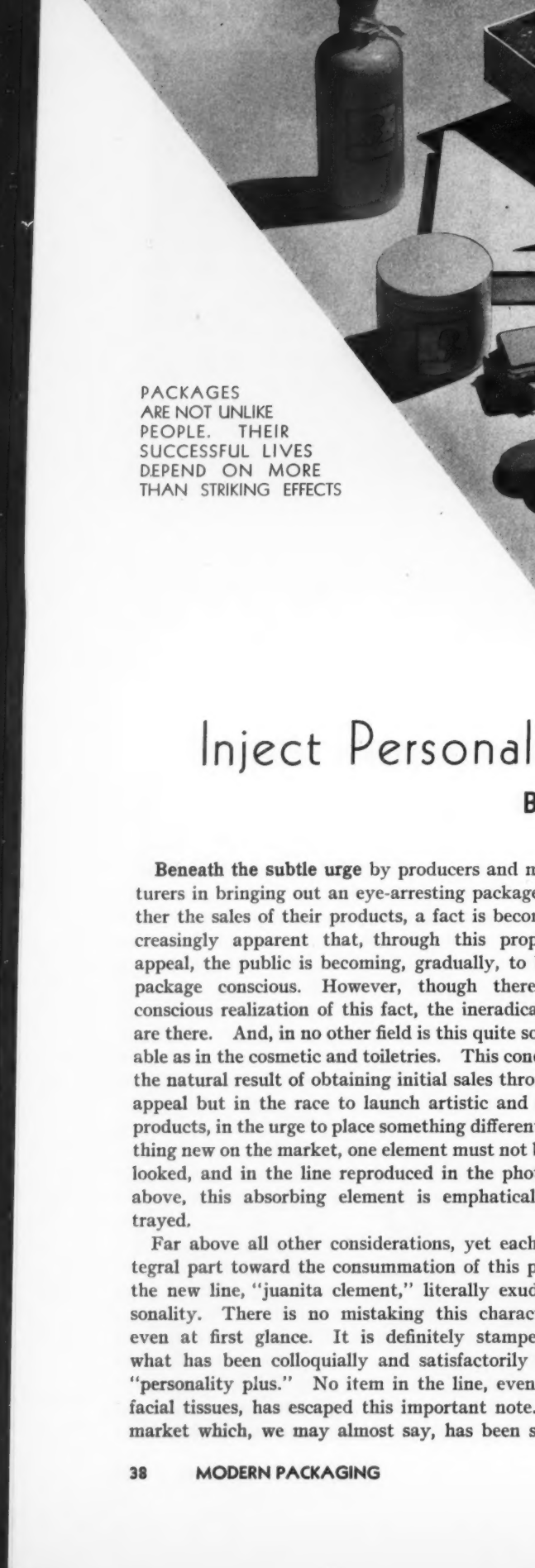


water this spinach can be refreshed. In addition to the fibre-board carton, Water-Free is also packed in metal containers, bearing the same striking label.



The Empress Manufacturing Company, Inc., have introduced their hair dye product in the new intriguing package reproduced below. Truly, it is modern in the extreme, yet, unlike so many ultra modern designs, it does not strike a false note. It is beautifully proportioned and though the color scheme, white, black and silver, and treatment of design are bold, it makes a striking and pleasing appeal. The new package is the result of an improvement in the packaging method of this Empress product. Whereas formerly it was marketed in one large bottle, this hair dye now comes in four small ones. There is also a smaller size package, as illustrated in the photograph, holding two bottles of the liquid. This effective package design is also used on the carton containing this company's depilatory.





PACKAGES
ARE NOT UNLIKE
PEOPLE. THEIR
SUCCESSFUL LIVES
DEPEND ON MORE
THAN STRIKING EFFECTS

COLOR, HAR-
MONY OF LINE,
SIMPLICITY, ALL
CONTRIBUTE TO
THE PERSONALITY
OF THESE PRODUCTS

Inject Personality in Your Packaging

By Ann Di Pace

Beneath the subtle urge by producers and manufacturers in bringing out an eye-arresting package to further the sales of their products, a fact is becoming increasingly apparent that, through this propinquate appeal, the public is becoming, gradually, to be sure, package conscious. However, though there is no conscious realization of this fact, the ineradicable traces are there. And, in no other field is this quite so noticeable as in the cosmetic and toiletries. This condition is the natural result of obtaining initial sales through eye appeal but in the race to launch artistic and colorful products, in the urge to place something different, something new on the market, one element must not be overlooked, and in the line reproduced in the photograph above, this absorbing element is emphatically portrayed.

Far above all other considerations, yet each an integral part toward the consummation of this purpose, the new line, "juanita clement," literally exudes personality. There is no mistaking this characteristic, even at first glance. It is definitely stamped with what has been colloquially and satisfactorily termed "personality plus." No item in the line, even to the facial tissues, has escaped this important note. In a market which, we may almost say, has been satiated

with unique, distinctive packages, all worthy of the true spirit of art, juanita clement, though a newcomer, has already acquired, through its packages, a place among the most popular cosmetics in feminine favor. This fact, though remarkable, is not surprising. The charming personality possessed by the juanita clement packages is irresistible. And like all true objects of beauty, their drawing power never wearies. This may sound to many of our readers an exaggerated description of just another beautiful group—a rambling statement rather this side of the truth. But we concede our doubting readers just one glimpse of the line and wager that their enthusiasm will not fall below our expectations.

All the juanita clement products are packaged in containers of an exquisite rose petal shade combined with a mere, but chic, touch of black. This delicacy of tone is evident in the illustration. Noteworthy of comment is the use of the firm name in two ways. On the jars and bottles appear the trade name and distinctive silver label with the classic silhouette head outlined in black, but for the powder boxes, only the name is used and this on the inside of the cover. The latter, edged with black, are covered with silk velour paper. An effective note is obtained (*Concluded on page 50*)



They shall not pass ... **UNNOTICED**

"They Shall Not Pass Unnoticed" is the battle cry of truck fleet owners who are winning consumer dollars. Your trucks carry your munitions to the buying front. They continually pass the reviewing stands of the great American people. Every day is inspection day. Every trip is dress parade. Meyercord Weather-Tested truck transfers furnish attractive uniforms and decorations which make trucks command instant and favorable attention. These transfer truck advertisements duplicate the work of the country's leading

artists with such fidelity and accuracy that even an expert cannot tell them from hand work. Yet, they are inexpensive, easy to apply and as permanent as the surface itself.

They are unlimited in size, color or design. The Mickelberry fleet is one of hundreds which finds Meyercord truck transfers practicable and profitable.

A talented staff of competent delivery equipment designers and artists will be glad to submit suggestions without cost to you. Inquire.

MEYERCORD WEATHER TESTED TRANSFERS
More Enduring Than the Surface

TRANSPORTATION DIVISION—THE MEYERCORD CO., 120 S. LA SALLE ST., CHICAGO



"Where a GOOD SUGGESTION meets an open mind"

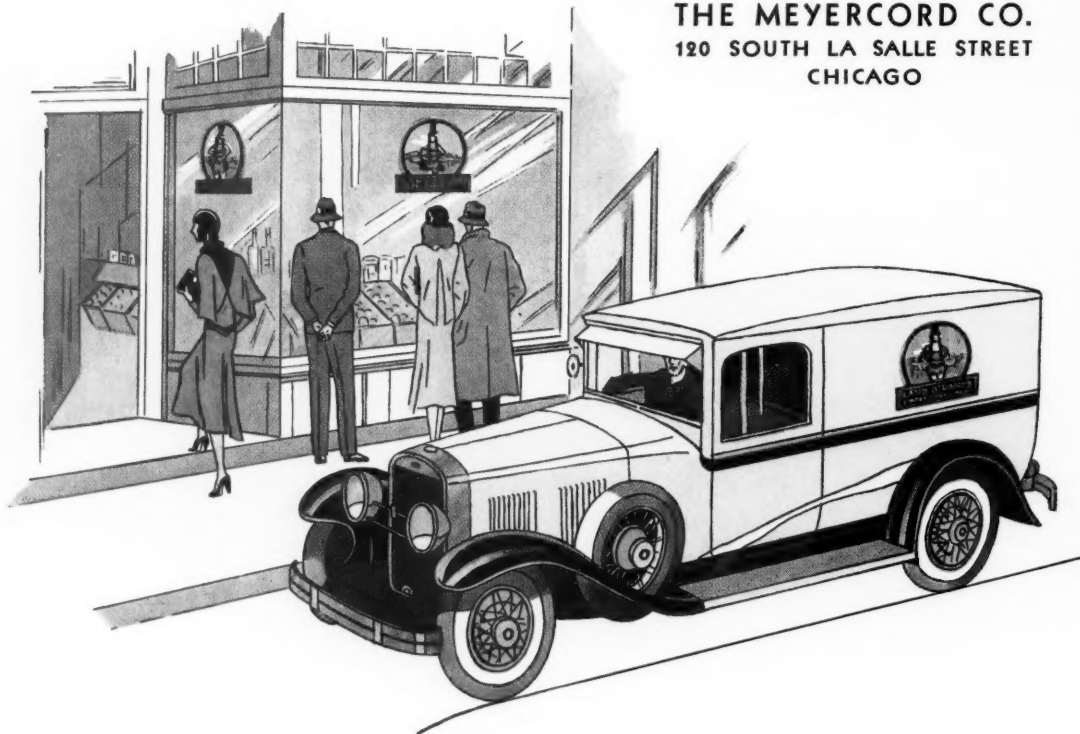
Inside the modern store buying interest is scattered. Hundreds of attractively labeled articles are competing for attention. And in the struggle for a commanding position your product may be overlooked. But at the window where shoppers pause for buying suggestions your product can dominate the attention. Here you can show it in its most tempting aspects and forcibly present your sales story.

Meyercord "All-Purpose" Du-Cal signs when placed in windows and doors do this very thing.

Attractive in design, sparkling with color, they command the attention and, more important, by a concise, direct-to-the-point story, make sales. Day and night your message is there with its potent suggestion to buy.

Furthermore these same durable Weather-Tested signs can be used on trucks, counters and show-cases to give you a complete inside and on-the-street tie-up. Ask for the booklet, "Dealer Identification With Decalcomania."

THE MEYERCORD CO.
120 SOUTH LA SALLE STREET
CHICAGO



The New Pepsodent Package

With poor Andy suffering the agonies of humiliation over the breach of promise suit brought by Madame Queen, and loyal Amos, a dejected spirit because of his brotherly love, the Pepsodent Company, though embroiled in all this legal controversy, still have a thought for the comfort of its consumers.

We are inclined to wonder if there isn't something more in that cooling of feeling for Madame Queen than Andy leads us to suspect. With advertisements boldly filling pages of our national magazines on a most delicate subject, we do not hesitate to cogitate on a possibly more serious cause for this heart-breaking parting of the ways. We bring forth the suggestion that this may be the reason for the introduction by the



Pepsodent Company of their new antiseptic gargle. Unquestionably, the company must be in Andy's confidence, and always the gentleman, our lovable black-face, because of his innate fineness of feelings is suffering the scorn of his fellow-beings.

The outstanding feature of the new package is the use of a black phenol resinoid cap constructed, as the accompanying illustration shows, along the lines of the bottle. Excepting that the colors are reversed, the label, in accordance with the present trend, is a duplicate in design and color of that used on the carton. A bluish gray forms the background color for the latter and the main lettering with white used for the border and diamond square.

Package Exposition to Be Held in May

The first American exhibit of modern packaging technique will be held on the Roof Garden of the Hotel Pennsylvania May 19, 20 and 21, under the auspices of the Consumer Marketing Division of the American Management Association, according to an announcement by Irwin D. Wolf, vice-president in charge of that division of the association. The packaging exposition will be held in conjunction with a first national packaging conference and clinic which will also be held at the Pennsylvania.

Only those products and methods which have been definitely applied to modern merchandising and distribution needs will be demonstrated, Mr. Wolf stated. Some of the topics which will be discussed at the conference, he indicated, would include color and artistic design in packaging, the importance of packaging in an era of competition and business depression, trade marks versus abstract design, standardization of packages within an industry, dressing up the old package without loss of identity, and designing packages to increase outlets for the product.

"The American Management Association is making possible this first American exposition of packaging accomplishment as an outstanding feature of a three-day packaging conference and clinic, under the auspices of the Consumer Marketing Division," said Mr. Wolf. "Those executives of corporations in all fields of production and distribution who have responsibility for packaging decisions will participate in this conference.

"The major phases and problems of modern packaging technique and economics will be discussed. Packages and packaging methods used by their companies will be subjected to clinical study. No such gathering of users and potential users of modern packaging has before been scheduled.

"Package and container manufacturers and other organizations, the products and methods of which have had definite application to current merchandising and distribution conditions, are eligible participants."

Among the papers which will be presented at the meetings are:

"When, Why and How to Package," by C. B. Larrabee, associate editor, *Printers' Ink*.

"The Family of Packages," by Arthur H. Ogle, assistant marketing director, Bauer & Black Division, Kendall Co.

"Re-styling the Old Package," by Ben Nash, product development and merchandising counselor.

"Color and Design in Packaging," by Arthur S. Allen.

"The Materials of Packaging," by D. E. A. Charlton, editor, *MODERN PACKAGING*.

Other topics to be discussed will include display packages; combination packages; how to buy packages; size, shape and structure of packages; legal problems of packaging; packaging research; what the retailer wants of the manufacturer's package; packages for re-use; packages for export; package inserts; the romance of packaging.

Washington News

Standards for canned peaches, pears and peas, the label statement designating substandard quality for certain canned foods, and the standard fill of container for canned foods, were announced Feb. 16 by Acting Secretary of Agriculture R. W. Dunlap, under the authority conferred by the amendment of July 8, 1930, to the Federal Food and Drugs Act. The order will become effective 90 days from date of signature.

The amendment of July 8, 1930, authorizes the Secretary of Agriculture to establish definite standards for canned food products—excluding only meat and meat food products subject to the meat inspection act, and canned milk—and to promulgate a form of label designation for substandard canned foods coming within the jurisdiction of the amendment.

Beginning May 17, 1931, all canned peaches, pears and peas, coming within the jurisdiction of the amendment and falling below the standards of quality established by that amendment, will be required to be designated as "Below U. S. Standard Low Quality But Not Illegal." This statement will be displayed prominently on the container in immediate conjunction with the name of the article wherever such name appears, and will inform the buyer that the canned food, while substandard, is nevertheless wholesome and edible even though not so palatable or so attractive as a standard product. Commenting upon the new labeling regulation, Dr. P. B. Dunbar, Assistant Chief of the Federal Food and Drug Administration, stated today: "It is not the Federal Food and Drug Administration's conception of the purpose of Congress that the labeling for substandard foods is intended to stigmatize unduly the article to which it is applied. The amendment makes it clear that its purpose is to let the consumer know what goods are below standard, but it is our conception that a substandard product is wholesome and edible. If the product were unwholesome or inedible, its distribution would be illegal under the terms of the national pure food laws."

The full text of the announcement, which will be published in pamphlet form by the Department of Agriculture, includes definitions of the various terms used, details of standard methods to be employed in determining tenderness, and certain exceptions to the labeling requirements.



The Senate Committee on Interstate Commerce decided that the congested condition of the legislative dockets of both Senate and House was such as to make it impossible to enact at the past session the Capper-Kelly Bill which passed the House on Jan. 29. A majority of the committee also felt that to report the bill at the present session, which expired on March 4, would inject another controversial matter into the parliamentary situation. Therefore, the bill expired on the Senate Committee docket on March 4.

An important change of tactics will probably mark the movement in the next Congress to secure the enactment of this legislation. The managers of the bill are now convinced that the measure should first be introduced in the Senate instead of the House. They believe that the prestige of the passage of the bill by the Senate will aid in securing early and favorable consideration in the House and will also afford an opportunity for the clearing up of certain misunderstandings among House members of the scope and purpose of the bill.

Award Offered for Best Package

The Glaser Crandell Company are offering an annual award of a silver cup, to be presented through the National Cannery Association, to the packer of food products who, during the preceding year has contributed to the industry the most attractive new package of foods put into regular production and distribution.

The details of the awarding of this trophy are, it is understood, to be worked out, the main idea being to make the cup available to all packers of food regardless of what type of food product they manufacture or pack and regardless of whether it be packed in glass, tin, wood, carton, wrapper or bag; secondly, that such package must have been produced for and introduced into the regular channels of trade on a regular volume basis.

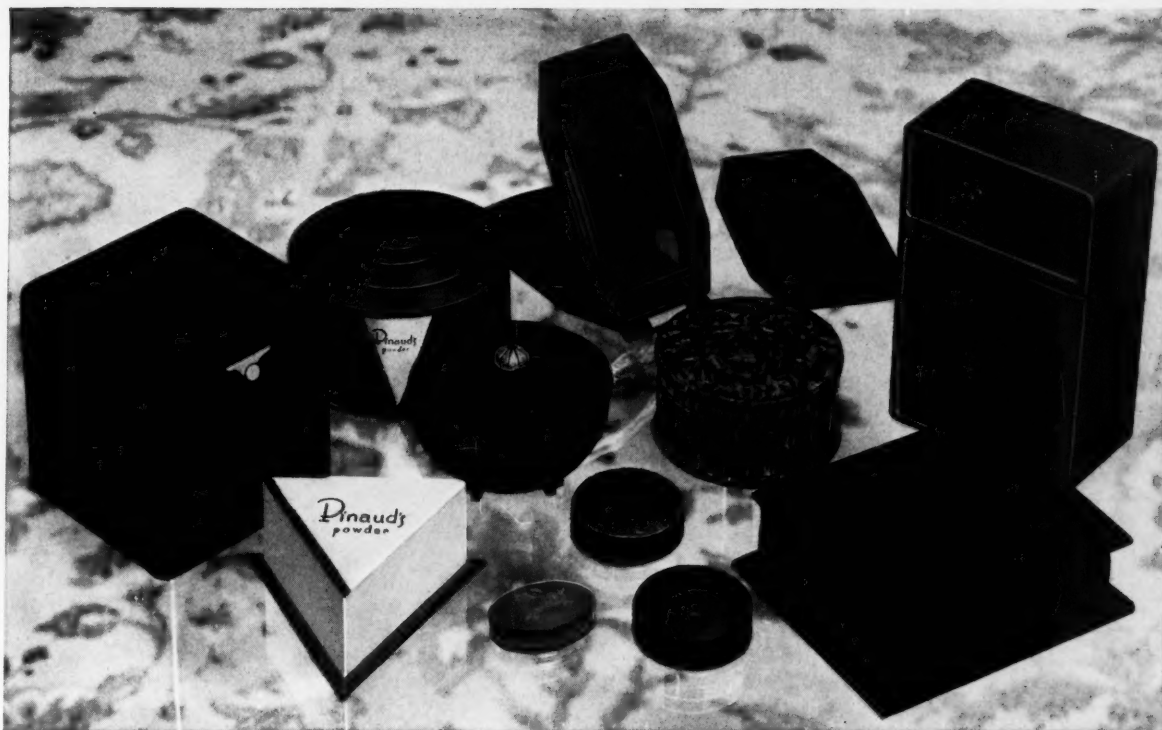
Naturally, beauty and shape of container, color and originality of label, quality or contents and novelty or effectiveness of presentation and merchandising to the consumer will also be considered.

Camel Cigarette Package Has New Wrapping

Camel cigarette packages are now on the market wrapped in moisture-proof transparent cellulose. According to the R. J. Reynolds Tobacco Co., "No moisture-proof material that was practically usable was on the market, and even if the material had been available, no machine had been developed which would put the material on the package with all joints tightly sealed." The company has conducted an extensive series of studies and tests, and determined that the moisture losses in the new wrapped package is but a fraction of that which affected the unwrapped package. With the development of a machine for applying the new tight seal a success, the Reynolds plants were promptly equipped and all production was immediately put in the moisture-proof cellulose wrap.



The annual convention of the National Paper Box Manufacturers Association will be held at the Wardman Park Hotel, Washington, D. C., May 27, 28 and 29, 1931.



Courtesy of General Plastics, Inc.

IN THIS GROUP ARE SHOWN WILLIAM DEMUTH'S MAHOGANY CIGARETTE CASE, PINAUD'S POWDER BOXES (ROUND AND TRIANGULAR, THE LATTER BEING PAPER WITH A MOLDED BASE), TERRI'S POWDER BOX, ELGIN WATCH BOX AND CONVERTIBLE DISPLAY CASE, THE COLORFUL BOONTON POWDER BOX, GENERAL ELECTRIC'S WATTMETER CASE, AMERICAN INSULATOR'S CIGARETTE BOX, COLT'S VEST POCKET ASPIRIN CASE AND PRIMROSE HOUSE ROUGE BOX. A SELECTION OF MOLDED PHENOL RESINOID CONTAINERS WHICH OFFER AN INTERESTING RANGE IN SHAPE, COLOR AND UTILITY

The manufacturer who seeks to express individuality, quality and other sales-compelling attributes in his package is necessarily limited to the materials which are available and his use of these is determined by considerations of cost and the adaptability of these materials to his production schedule, besides, of course, his ingeniousness in the use of such materials.

In the days before packages had attained their rightful recognition as a means of retail distribution or merchandising there was little need of any great variety in such materials. A paper bag was a paper bag, a box was made of paper or of wood, and packaging supplies, as such, were judged solely by their ability to protect, in some fashion or another, the goods they contained. Gradually, as an appreciation of the merchandising function of packages became evident, the idea of incorporating some form of decoration therein acquired acceptance, although the early designs were largely those which incorporated trade or brand marks to the exclusion of independent

The New Trend in Closures and Containers

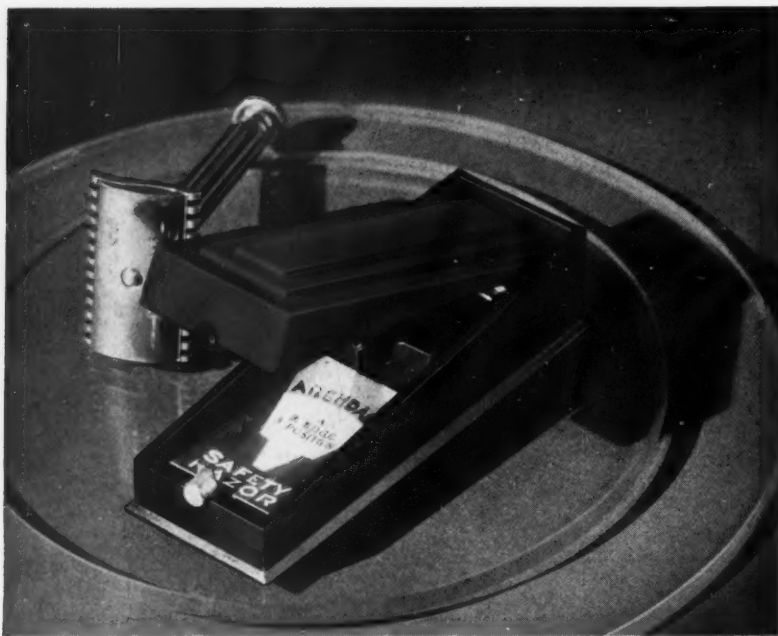
design, as we find it today.

It may be arbitrarily stated that the real impetus of packaging—the beginning of the appreciation of the merchandising function of packages—commenced about a decade ago. With each succeeding year has come a series of new developments: the introduction of new materials, new methods of application, new

schools of thought in designs—a fast-moving succession that has answered the demand of the buying public for that which is attractive and desirable.

What are these demands as interpreted in packaging materials? Generally speaking they are utility and beauty—the successful package must incorporate convenience and express symmetry and harmony in design and color.

These principles are cardinal for all packages, but, obviously, certain groups of commodities—due to their use, price or field of distribution—have established what we may term “exclusive” standards in the design and structure of their packages. These are to be found mainly in the gift class of merchan-



A CONTRAST IN COLORS, COMBINED WITH PLEASING DESIGN AND CONVENIENCE FOR THE USER OF THE PRODUCT MAKE THE ARCHDALE RAZOR BOX AN INVALUABLE SALES AID AND SUGGEST OTHER POSSIBILITIES FOR CONTAINERS OF THIS TYPE. THE HINGED COVER IS OF BEETLE, THE BASE OF THE BOX IS BAKELITE

Courtesy of Bakelite Corporation

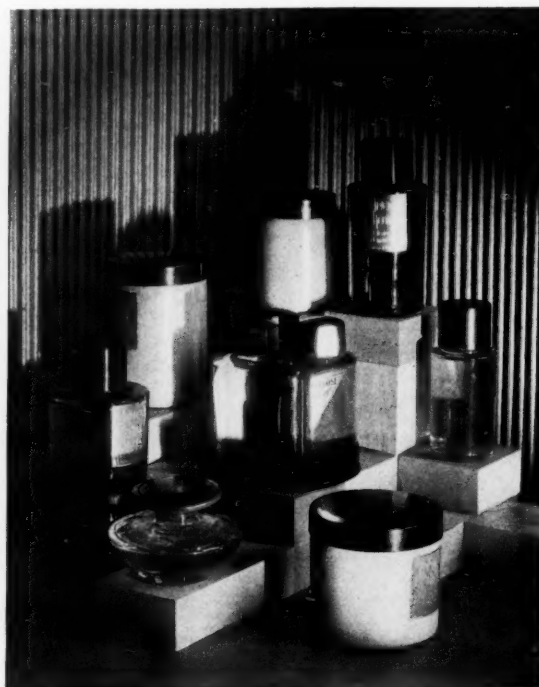
dise, toilet preparations, perfumes and similar products where the package is depended upon to create a high proportion of the sales background.

It is with these groups and new packaging materials which have found a definite place therein that this article is particularly concerned, although it does not require a wide stretch of imagination to see the use of such products extended to other groups.

Spectacular among the materials which have been recently enlisted in the cause of packaging are those compounds generically known as molded synthetic plastics. Although the acceptance of these materials by packaging interests has been rapid, it is not to be assumed that they will replace or even curtail the utilization of older and more familiar materials such as glass, metal, paper and so on. As evident in some of the newer packages in which molded plastics are used, it must be apparent that these materials complement the more established substances. Without entering into a discussion of the various classifications technically accorded such compounds we may, for the sake of simplification and ordinary nomenclature, consider these in three groups; namely, phenol-formaldehyde resinoids, urea-formaldehyde resinoids and colloided cellulose acetate materials. Examples of these, in the order named, are as follows: Bakelite and Durez, Beetle and Aldur, and Lumarith.

All of these compounds possess some qualities in common, these properties being such as to comply adequately with certain desirable features that are found in present-day packages of distinctive or exceptional merit. From the point of utility, these compounds, in finished or molded form, are heat-resisting, impervious to oils, moisture or common

solvents; light in weight, mechanically strong and chemically inert. Prepared as closures or containers—the latter covering a wide range which includes boxes for cosmetics, gifts, watches, safety razors, candy, cigarettes, vanity cases and many others—



Courtesy of Bakelite Corporation

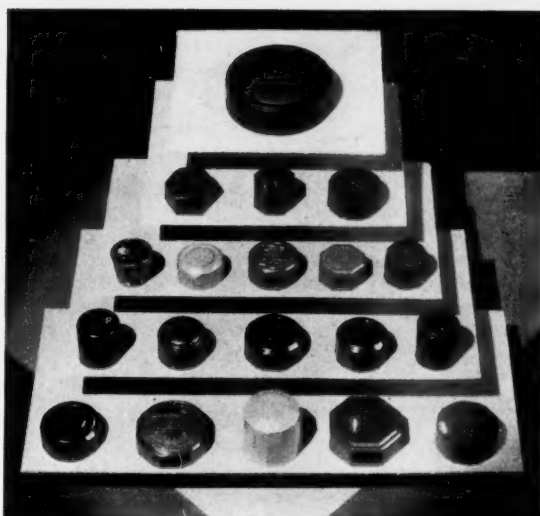
WIDE- AND NARROW-MOUTH CLOSURES OF MOLDED PHENOL RESINOID, IN SHINY BLACK, FORM A STRIKING CONTRAST TO THE BOTTLES AND JARS IN THIS GROUP OF TOILET REQUISITES

these molded products can provide beautiful configuration and color effects, wood grains, mineral structures, imitations of ivory, shell, ebony, pearl, etc.

Supplied in powdered form by the manufacturers to custom molders, these compounds are processed by what is known as the hot press molding system—a specialized undertaking which requires special equipment and experience. The latter being the case, the manufacturer who seeks to consider the utilization of these products in his packages will be inter-

ested to obtain the opinions of certain molders which have been expressed to MODERN PACKAGING.

We learn from molders that the manufacturers who are now using molded plastic caps and covers (closures) are enthusiastic over them for the reason that they provide a clean-cut package with the absence of mechanical appearance, which is undesir-



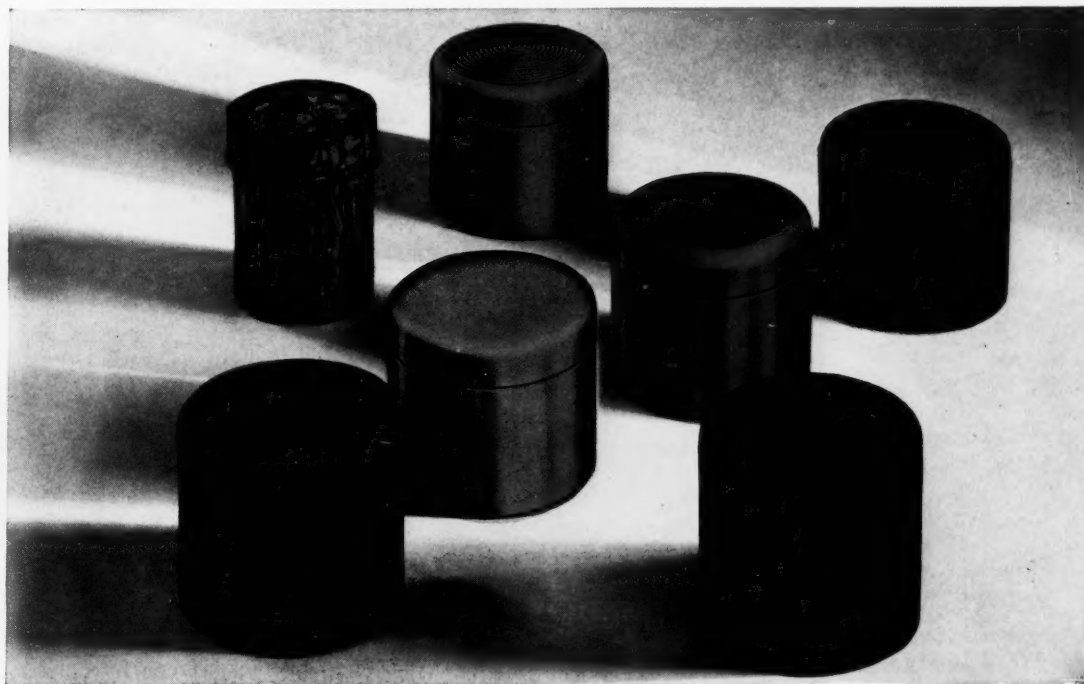
Courtesy of Bakelite Corporation

THREADED CAPS OF MOLDED COMPOUNDS ARE MADE IN A VARIETY OF SIZES AND SHAPES

able. The latter refers particularly to the threads in metal closures; the form of the thread can be seen on the outside of the caps, whereas in the molded ones they are completely hidden and do not form depressions in which dust and other dirt can collect. Beyond this, the fact that the threads in molded closures are solid, instead of formed in the metal, makes them more accurate and smoother in action, which is of course more desirable to the user. Another feature of molded closures is that they remain round and cannot be bent out of round, which also is a

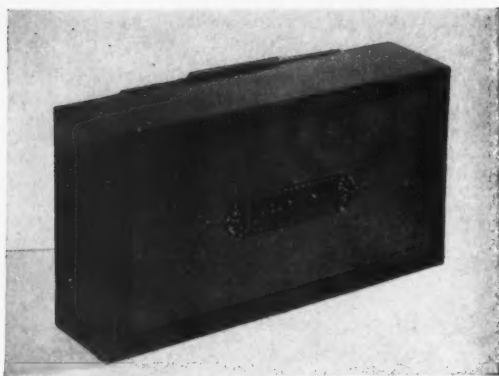
factor in making them work smoothly.

Manufacturers have admitted that it really costs money to apply a suitable finish to metal closures. A molded closure provides a finish that is permanent, smooth, pleasant to the touch, easy to use, in an attractive color and not affected by atmospheric conditions. The fact that closures of this type will



Courtesy of General Plastics, Inc.

COLORFUL EXAMPLES OF MOLDED CREAM JARS. LIGHT IN WEIGHT, PROVIDING A TIGHT AND EASY SEAL AND OBTAINABLE IN SPECIAL DESIGNS AND COLOR COMBINATIONS, THESE CONTAINERS ARE SUPPLYING A DEMAND FOR THE UNUSUAL AND DISTINCTIVE IN PACKAGES



UTILIZED AS A CONTAINER FOR A MANICURE SET (SEE LOWER RIGHT OF PAGE FOR OPEN POSITION), THIS MOLDED BOX MAKES A DIRECT APPEAL FOR SALES

stand up under atmospheric conditions eliminates the need for additional coverings which may be affected by the latter and adds considerably to the cost.

It is possible, through the use of some of the newer materials, to supply packages in any permanent color, ranging from white to black and in all of the immediate pastel shades, and these have proved very desirable for jewelry boxes, perfume containers, razor boxes, powder boxes, cream jars, compacts, lip-stick holders, displays stands; in fact, containers for all articles and products which require an attractive and outstanding package to further their sale.

Progress which has been made in the methods of hinging boxes makes it possible for the molding industry to now offer a package service in almost every conceivable description. The advantages of molded packages over the regulation type, it is believed, lie in the fact that the finish of the material can be had in permanent colors which do not become soiled by handling, or faded (in certain colors) by display in windows or on shelves. Then, too, this material has a distinct appeal to women, who are responsible for the purchase of a large quantity of all the things that are sold.

Another desirable feature of molded packages is

the fact that they can be engraved and decorated; words and numbers can be faithfully reproduced in either the embossed type of letter or the debossed, which can be filled in with gold or silver paint to make them more attractive.

The progressive molders are prepared today to cooperate with the users of packages to the extent of designing special shapes and designs to suit their individual requirements, believing that they can develop a product that will be highly desirable from an appearance as well as a cost standpoint.

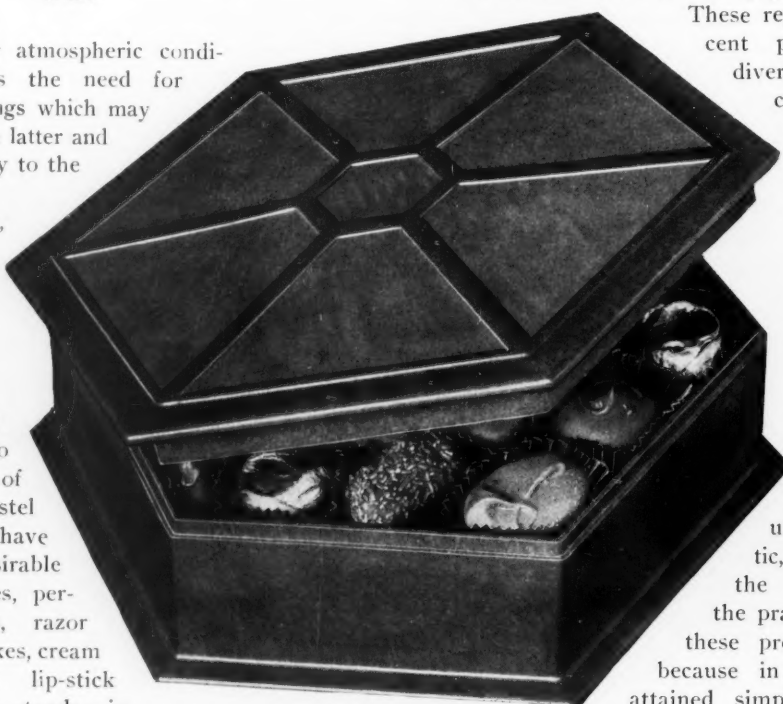
Never in the history of progressive business have such an array of distinctive products been placed at the disposal of the insatiable public. But, withal, that unappealing consumption is exacting, and this exaction has found the outlet which is apparent in the illustrations shown on these pages.

These reproductions of recent products have a diversity of appeal that cannot but accord

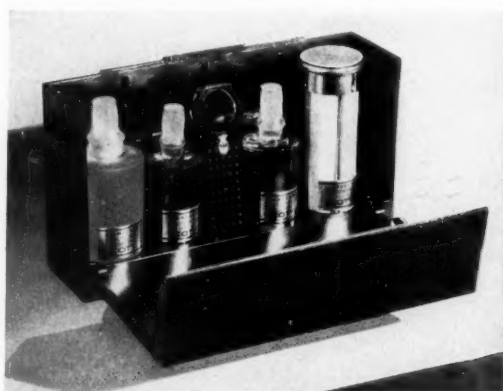
with the varying and fickle tastes of the most fastidious individuals. All, without exception, have that prime requisite of immediately arresting attention for sales stimuli. They carry within themselves that

urge for the artistic, for the new, for the different. And

the practical features of these products, primarily because in each has been attained simplicity of artistic conception, symmetry of line and the harmonizing of color are also worthy of mention.



Courtesy of Kurz-Kasch Co.
A MOLDED CONFECTIONERY BOX WHICH COMBINES BEAUTY WITH USEFULNESS AND SERVES AS A PERMANENT REMINDER OF THE DONOR



Marketing Studies Bring Package Inspiration

By Waldon Fawcett

If there was ever a time when package inspiration was best found in the cloister, that time has passed. Possibly in the golden age of Italian art when an artist, working for a single patron, was assigned the task of creating a jewel casket, an environment of complete detachment may have been all very well. But not now, when package design must not only be responsive to consumer demand but must be sensitive to every public whim and mass fad. When, too, the responsibilities of quantity production demand the utmost of sympathy and understanding between package design and package manufacture on the one hand and package fashioning and package distribution on the other hand. Verily, modern package evolution and execution is to the order of the world we live in.

All of which reasoning does not, however, presuppose a process of package fabrication dictated solely by the personal judgment or the arbitrary taste of a lone individual, even if his be the power of a purchaser at wholesale. The very essence of the new ideal of elastic packaging, adjustable and adaptable to time, place and circumstance, is compliance with a composite verdict. Packaging to sell involves acceptance of the majority opinion of the public. Provided—the packager can find out what is the dominant sentiment.

Right here is the rub. The average packager of commodities, no more than the average package manufacturer, has the time or the resources to conduct "straw votes" of package buyers or study the reactions of package handlers, display men and the other humans who make contact with packages all the way down the line to the eventual acceptor of the package. If package inspiration is to derive its best from current opinion and foresight on the changing habits of a restless world,

The student of packaging has an opportunity to make use of valuable research work that has been done by various private, industrial and Government organizations for the purpose of determining ways and means of cutting costs of distribution. A brief outline which indicates the efforts that have been put forth in this direction is presented by the author

agencies must be found to collect and report the facts. Maybe even going so far as to digest findings from the package standpoint and to analyze and interpret meanings for the packaging world. Hard on the heels of this need comes the satisfaction. Market research agencies or business research agencies have sprung up all over the country to perform the investigative function for business, individual and collective. Here, if you please, is a new force that, in the aggregate, promises, sooner or later, to take most of the guesswork out of packaging.

Some few of the fact-hunting institutions, which have been set up to do the work of diagnosis for packaging circles, are within the boundaries of the trade. A much larger number are outside, in the broad domain of commerce and industry. To take stock of these inside and outside sources of information is an obligation upon every exponent of better packaging. At the outset of an inventory he is likely to be surprised by the number and extent of the aids to knowledge of packaging that are at his disposal, mostly with little or no expense entailed. The new convert to business research is destined to be even more astonished by the number of research agencies which have not, so far, translated their discoveries directly or indirectly into terms of packaging, but that stand ready to do so, upon request.

The purposes of the laboratories-of-marketing that are springing up all over the map are almost as diversified as the locations and affiliations of these plants. But, by and large, the quest is for a better understanding of consumer demand and sales appeal and for more specific knowledge of how to cut the costs of distribu-

tion. Both of these main streams of interest flow through the field of packaging. Hence the warrant for solicitude in the packaging field regarding many a research program that does not at the outset concern itself with packages or packaging, as such. Every hunt for new outlets, as well as every hunt for new uses for a commodity has a potential sequel in packaging.

Let us have a glimpse, first, at the agencies of research within the magic circle of packagedom. An outstanding example is found in the fact-hunting program which has been carried on over a period of years by the Paperboard Industries Association with headquarters at Chicago. As most of our readers know, this association is an organization of manufacturers of paperboard, corrugated and solid fibre boxes and folding boxes. Broadly, the objective is the investigation of the use of fibre containers and folding cartons. Recently, the effort has concentrated on the discovery and development of new uses for paperboard and paperboard boxes, more particularly corrugated and solid fibreboard shipping containers and paperboard folding boxes. In ferreting out new uses for their type of containers this group may be turning up additional business for their factories but they are also doing genuine service to container-users who are thereby introduced to improved and more economical forms of packaging.

Vividly illustrative of what original research will do in the field of packaging is the investigative and experimental work of the Paperboard Industries Association in respect to containers for the new generation of frozen products—fruits, vegetables, meats, fish, and fruit juices. Federal Government and state agencies have been attacking this problem at the same time. But it is noteworthy that from within the packaging field has come, at this early stage of a new industry, so forceful an exemplification of the industry's realization that what concerns the packager concerns also the package manufacturer.

By means of a research project at a leading university, sponsored by the Paperboard Industries Association, the association has been enabled to present to its members, their salesmen and their customers, progressive, up-to-date information regarding the evolution of frosted foods and the adaptability of paperboard boxes as containers for the chilled specialties. Actual tests have been made with various types of folding cartons and shipping containers and it is largely due to this prompt and intensive research that the frozen foods industries may be expected to fix their choice, with little loss of time, upon the species of packages which are best for their particular purposes.

There is no doubt that the disturbed business conditions of the past year and a half have put a spur to original research in the field of packaging, and, especially, to research under trade association auspices. Facing reduced profits and keener competition, packagers in many lines have cast about for the least expensive

containers that would afford safe transportation for their products. Research agencies have been called upon, as never before for savings-in-cost demonstrations. On the other hand, a considerable proportion of packagers in many lines have sought refuge from price competition in more artistic and more colorful packages. Here, again, has been a job for the research annex: to prove that the ingratiating package will more than earn its keep and to dish up concrete suggestions.

An outstanding example of original research in the packaging field was the progress vs. profits survey and analysis of the set-up paper box manufacturing industry in the United States which W. Clement Moore conducted for the members of the National Paper Box Manufacturers' Association and the Philadelphia Paper Box Manufacturers' Association. The data assembled covered the country as a whole but was further divided and grouped as to geographical sections for comparison. Thus the inventory showed the trend and progress of the industry as a whole, as well as particular sections and particular subjects, such as financial trends, ratios, etc.

As indicative of how this sort of research turns up important news, it might be cited that this paper box survey demonstrated, as no previous disclosure had done, that differences in material costs vary in direct relation to the package manufacturer's nearness to, or remoteness from, the paper mills and other sources of supply upon which he is dependent. A revealing light was also turned on the costs of wholesale deliveries of boxes with the result that delivery arrangements were overhauled in many quarters and operators who took the lessons to heart ceased to make deliveries by truck to points that, economically considered, were located too far from the factories for this service.

The elaborate and many-sided research work of the National Canners' Association has long been accounted a model of its kind. Therefore it is worthy of note that an important part of this continuing program has to do with containers and packaging problems. The Canners' Association, it might be added, is one of a number of national trade associations in various commodity lines that formerly paid little heed to scientific research in packaging but have been drawn into this section of the research field because of projects for the simplification or standardization of containers in their respective lines. The National Coffee Roasters Association affords another case in point. Likewise, the National Poultry, Butter and Egg Association which has entered deeper and deeper into the study of egg packages, the investigation extending to the best methods of loading and stowing egg packages in cars.

In finding new uses for transparent wraps, the research and demonstrational work of individual manufacturers has been so impressive as to somewhat overshadow collective effort. Nevertheless joint research

work on this class of packaging mediums goes ploddingly along. In proof behold the program of the American Waxed Paper Association which is making analysis of the competitive practices for bread wrappers, waxed tissues, waxed glassine, waxed confectionery papers, and other similar packaging materials. Our readers will recall, too, how extensively the National Retail Dry Goods Association has gone into this subject of paper participation incident to its recent study of wrapping and packaging for retail delivery.

By no means all the contributions to the sum total of knowledge in the realm of packaging are coming from private sources or trade associations. The Government and certain of the states have research agencies that are adding, all the while, to the store of technical wisdom that is lifting the efficiency standards of modern packaging. An outstanding example of this paternalism on the part of Uncle Sam is found in the investigative work of the Forest Products Laboratory, which the Department of Agriculture maintains, in conjunction with the University of Wisconsin, at Madison, Wisconsin. This institution which is being outfitted by Congress with a new million-dollar home has assembled a lay-out of package-testing apparatus that has no parallel anywhere in the world. The more sensational features of the work, to date, have had to do with the investigation of the behavior of wooden packages under all the stresses and strains of modern transportation. But all classes of pulp products are the wards of the Forest Products Laboratory and many of the principles established as a result of the studies at Madison are beneficially applicable to packaging practices in general.

This cooperative venture of the Department of Agriculture is but one of several. Uncle Sam's farm annex does not single-handedly concern itself with packaging research save when necessarily incident to enforcement or regulatory work, such as the administration of the law prescribing standard containers for fruits and vegetables. But in team-play the agricultural department makes a number of contacts with research helpful to the cause of packaging. Thus, in conjunction with the Cotton Textile Institute, the department has explored the subject for the use of cotton bags for the retail packaging of a number of grocery items. Or, again, witness the partnership (with truly startling results) wherein the U. S. Food and Drug Administration allied itself with tea importers and container manufacturers for comparative tests, under contrasting climatic conditions, of all types of retail packages for tea. To what an extent such projects invade virgin soil, speaking in a package sense, was indicated when the Glass Container Association was enabled to nominate a glass package for tea.

The Department of Commerce, as is to be expected, is an important source of inspiration and information for all participants in packaging. The Bureau of Standards, a branch of this department, functions not only as a versatile research laboratory but likewise as an official testing station, designed to put to trial

samples of all the articles purchased by any division of the Federal Government. Since Uncle Sam is himself a packager on no small scale, it follows that the tests made and the specifications formulated at this unique institution are in a measure guides for all packers and package outfitters who are called upon to make use of paper and pulp products, wood, glass, twine, rubber bands, or what not in their operations. Then, too, the bureau's Division of Simplified Practice conducts, incident to its package simplification projects, searching studies of package form which hold rich stores of technical information for private firms and individuals that choose to tap these founts.

Executives with packaging problems to solve may make no greater mistake than to pass by the Division of Transportation of the Department of Commerce. Here is a clearing house for all manner of information on the fetching and carrying of commodities and no diagram is needed to show readers of MODERN PACKAGING how potent and continuous are the influences which flow from transportation conditions to bear upon internal as well as external packaging. Because the packing division of the transportation division has concerned itself principally with export-packing rather than with domestic-packaging, some persons in packaging circles have been wont to pay scant heed to this agency. But it is to be remembered that the specialists of the packing division are constantly studying containers of all kinds, visiting plants throughout the country to gather information at first hand. More than that, these Government experts help to design containers to meet special needs. So that it may be well worth while to seek the benefit of their experience and imagination when any new package form is in contemplation regardless of what is to be its range of distribution.

Of all the newer springs of inspiration for packaging none have so rapidly developed a flow of technical knowledge and market-background information as the colleges, universities and foundations of the country. Some of the package studies staged by members of college faculties have been for the benefit of individual clients, as, for example, the tests of the relative values of suggested designs for Beech-Nut and Wheatworth packages. Other studies focus upon a specific commodity line as in the case of the study at the University of Pittsburgh of Consumer Attitude Toward Packaged Meats. Making due allowance, though, for all restrictions of scope, these forays by the business research branches of the colleges yield many hints of ways and means, why and wherefore which may be translated into terms of miscellaneous packaging activities.



The Dobeekmun Company, manufacturer of transparent cellulose envelopes, bags and similar specialties has moved its plant to a new factory unit at Monroe Ave. and Fulton Road S. W., Cleveland, Ohio. The expansion program includes printing on transparent cellulose.

Editorially Speaking

What Price Vestal Bill

Should packages and containers be excluded from design copyright? What value does the packaging community set upon its container forms, their closures and wrappings? Is it of any importance to package manufacturers and package users that distinctive receptacles be protected against imitation? When, if ever, will the container industries, as a whole, become mass-minded or develop a composite conscience or sentiment on this issue? Or is the package industry to present, permanently, the picture of a camp divided against itself while other owners of precious "industrial property" invoke the support of the Federal Government against piracy of good-will assets?

These pointed questions and others in kind may no longer be denied as a result of developments at Washington the latter part of February. For numerous commodity groups there was a surprise and a sensation when the U. S. Senate received the majority recommendation of its Committee on Patents to the effect that, in lieu of the universal protection for designs, which has been the objective of a six-year crusade, there be vouchsafed Design Copyright, Limited. In no quarter, perhaps, was the astonishment greater than among the erstwhile sanguine packers and package manufacturers when they discovered that containers and all the instrumentalities of packaging were excluded from the new program of design insurance.

Before we take stock of the situation that has been precipitated, let us, reluctantly, deny comfort to those persons in packaging circles whose first reaction to the news from the Capital was assumption that the proposal for a "double standard" of design protection was just a fantastic answer to a popular clamor for action at the close of a hectic Congressional session. No such luck. Chairman Vestal of the House of Representatives Committee on Patents (author of the Design Copyright Bill in its original form) tells MODERN PACKAGING that, whereas, he, naturally, regrets the drastic curtailment of the scope of design copyright, he is willing, for the sake of saving something from the wreck, to accept the Senate version. Plainly, there is nothing for it but to treat seriously this new conception of piece-meal or partial protection for original, artistic or ornamental designs expressed in articles of manufacture.

Before dependents upon packaging can determine what they can do, or what they may want to do, in this predicament, it is wise to consider what has brought about, within the container industries, a division of opinion on the issue of enforced respect for creative

designs. During the months and years that design copyright, or design registration, was gradually attaining, in the House of Representatives, the dignity of a major business issue, there was no hint of lack of unanimity in trade sentiment. The National Paper Box Manufacturers Association and other organizations in the trade, endorsed the measure in the making. Congressmen were left with the impression that the container industries and the package-using trades would be among the chief beneficiaries of legislation plotted to supplant the design patent system with a simpler, more quickly operating and less expensive system of pedigreeing original designs.

When the Bill (H. R. 11,852), as passed by the House of Representatives last July, received the attention this year of the Senate Committee on Patents there was a sudden change in temperature. The carton and box groups tacitly continued their passive support, but suddenly injected into the scene was the active opposition of the glass package wing of the industry. Appearing before the Committee in January, as a member of the legislative committee of the Glass Container Association of America, Henry W. Carter, vice-president of the Owens-Illinois Glass Company of Toledo, Ohio, led a spirited attack upon the pending bill because of its inclusive scope.

The spokesman for "95 per cent of the bottle-making industry" asserted that he had every sympathy for the victims of design piracy in the textile industry but he insisted that no design abuses exist in his industry and that there was no desire for a remedy against unauthorized copying of designs. Mr. Carter's views and argument were expressed thusly: "It has been assumed that the copying of a design is, in itself, an illegal or improper act. A large part of the business of this country is done exactly that way. We are manufacturing contractors, working on samples submitted. We assume, as a matter of course, unless there is some particular reason for thinking otherwise, that we have a right to compete in open competition and that everyone else has the right in the bottle business, on any bottle that is handed in to us for bidding."

Opposition by the glass container delegate went far to end the dream of a general copyright for industrial and commercial designs. So much is admitted in Senatorial circles. The protest by Mr. Carter that "our factories are going to close," backed by similar expressions of antagonism from the automobile industry, spurred the Senate to seek a solution in a redrafted bill applicable to only five classes of manufactured products, viz., textiles, furniture, lamps and

lighting fixtures, shoes and jewelry. Packages and containers at large suffered the penalty of domestic infelicity. Finding the two opinions within the container industries, the tinkering Senators took the easy way and excluded the entire category from the jurisdiction of the Bill.

What is to be done about it? This may or may not be a simple question for members of the container industries, if they consider their personal inclinations. It may be a bit more complex if the package manufacturers are to consider not alone their immediate selfish interests but the interests of packers and container-users. The Senate Committee was told that, in the case of bottles, designs, as such, have no element of sales value, except in the case of a few bottles such as perfumers' bottles. Likewise, the Senators were informed that in the case of the patented bottle design of the Coca-Cola Company, and in the color and get-up of the Canada Dry bottle, the equation is "simply a sort of a trade insignia—the ornamental quality of the bottle has got nothing whatever to do with it." The container-using industries were not heard in rebuttal on this. Probably because most packers have taken it for granted that, if and when design copyright comes, there will be eligibility not only for their packages but for display and advertising designs. Rationed copyright affords protection to jewelry alone among the packaging lines. The riddles for tomorrow are in terms of reaction in the toilet goods, confectionery, grocery specialty, drug, gift, novelty, hardware, and other package-addicted or package-committed lines.

Much will depend upon how the container industries and their customers receive the Senate compromise. MODERN PACKAGING has authoritative assurances that the Senators who evolved the idea of fractional protection for designs are putting it forward as a "feeler" and a beginning. It was in mind that the system could be expanded in response to definite and unanimous demand.

The First Packaging Exposition

The recent announcement of a packaging conference and exposition to be held in May will be greeted with interest by manufacturers in all groups of industry in which packaging has won recognition as a means of distributing merchandise as well as the suppliers of packaging equipment and materials. Such a conference, properly conducted and including a well-balanced program and carefully selected exhibits can accomplish considerable in creating a better understanding of the principles of packaging.

It is also of interest to note that the exposition and conference bear the sponsorships of the Consumer Marketing Division of the American Management Association, a national organization with a membership of about 4400 executives representing 1500 industrial corporations. The Consumer Marketing Division concerns itself with "the discussion of marketing of con-

sumer goods direct to the consumer, or through the jobber and retailer, as distinguished from producer goods which are purchased by manufacturers, public utilities and others for the fabrication of consumer goods."

There have been many exhibitions and industrial association gatherings in which packages or their discussion have taken a prominent part, but never before have the time and effort of such an assembly been devoted exclusively to such topics. Accorded the enthusiasm which it deserves, well conducted and well attended, the conference should prove a success and a forerunner of many successful similar meetings.

Insuring Products Through Packages

Every manufacturer insures his plant and equipment against losses by fire or other disaster. If he is foresighted he also secures, to the limit of economical expenditure, every possible protection against interrupted operation, injury to employees and like happenings which may hamper or disable his output or effect the profitable pursuance of his business. His intention in such procedure is to insure everything. But how can he insure his product to the point that the consumer is assured absolute protection? Does the latter know for a certainty that he is buying goods of stipulated quality in a recognized package or does a cleverly counterfeited package enclose inferior goods?

Examples of the latter are frequent enough in the present traffic that plies in defiance of the Eighteenth Amendment, and others are often brought to light. But the former are less frequent and, perforce, more difficult to discover. Such nefarious practice is one which the reputable manufacturer must guard against. In this he should seek the aid of reliable suppliers of package materials who are constantly exercising watchfulness over their output to see that it is distributed to legitimate enterprises.

Within the Squared Circle

The suspense is over for the enthusiasts who painstakingly followed the pugilistic prowess of the Ingram jar and the Ingram tube. With the decision of the judges of this contest made public, we learn that "the tube won but the jar put up a great fight." Sales of the tube totaled 1,338,536 as compared with 1,328,827 for the jar—and the upshot is that the manufacturer will continue to distribute the product in both.

It is seldom the public has the opportunity of comparing the relative sales movement of a product which is presented in different forms of packages; we know of no other instance in which the effort made has been more apparent—that is where specific and, incidentally, well directed advertising encouraged the comparison.

H. A. Gherhart.

Definite Color Trend in New Jewelry Boxes

(Continued from page 33) right and left of this display, as well as each of the other reproductions, though entirely different in construction and type, provoke appeal through color. The ring container at the left, covered with an expensive embossed blue paper, its design imitating leather, has a re-use feature in that the construction makes it suitable for a permanent jewelry case by lifting out the pad holding the ring. The one at the right is carried out in three shades of blue, built up in three tiers from a dark blue projected base. A similar box, in black, silver and green and silver for the top, is shown at the extreme left, the second container from the top. The box immediately above, ostensibly for inexpensive costume jewelry, is covered with modernistic paper in delicate shades of green, pink, blue and silver. Harmonizing silver and blue is used for the base.

The powder box, we are sure, is easily recognizable in this group. In addition to its effective geometric treatment on the blue cover which permits a striking contrast to be obtained by the gold of the base, its novel feature is the transparent cellulose window, through which the shade of powder can be seen.

The watch container illustrated at the right of the powder box is one of the most attractive in the line. It is a product of the Farrington division of the company, a wide-edge metal case covered, in addition to many other colors, with a black and white embossed leatherette, which bears the trade name of Texol. The edge in plain white is covered with this same material.

Directly below in red, with a black painted wooden base, is another container for inexpensive costume jewelry. The motif in the corner is particularly eye-catching but the novel feature of this box is the projected corner of the base, an advertising outlet for the jeweler who wishes his name inscribed thereon.

To its left is another effective metal watch container covered with red Texol, the only decoration being the Chinese motif in black and gold.

We have left for last mention, the most outstanding container in the entire group, illustrated at the lower left of the photograph. It is of exquisite construction and materials, covered with a smooth velvet embossed material in a gorgeous shade of magenta with an embossed gold rule along the base. The construction follows the lines of expensive imported watch cases and is hand made. It presents a dainty though compact appearance because of its miniature size when the two doors are closed, and when open its luxurious, expensive satin gives the case a most effective background. A gold-covered leatherette clasp completes the harmonizing touch.

Throughout the line is evident a finely balanced sense of proportion. Though this color trend is new and revolutionary, every container is in excellent taste and the color appeal is not extreme.

Inject Personality in Your Packaging

(Continued from page 38) by a dull silver finish closure for the bottle at the upper left. Neither lettering nor firm name appear on the lipstick or rouge cases, the silhouette head, solely, serving as the mark of identification. The latter, of galilith, combines black for the base and the rose petal shade for the top, with the head outlined on the back of the rouge puff.

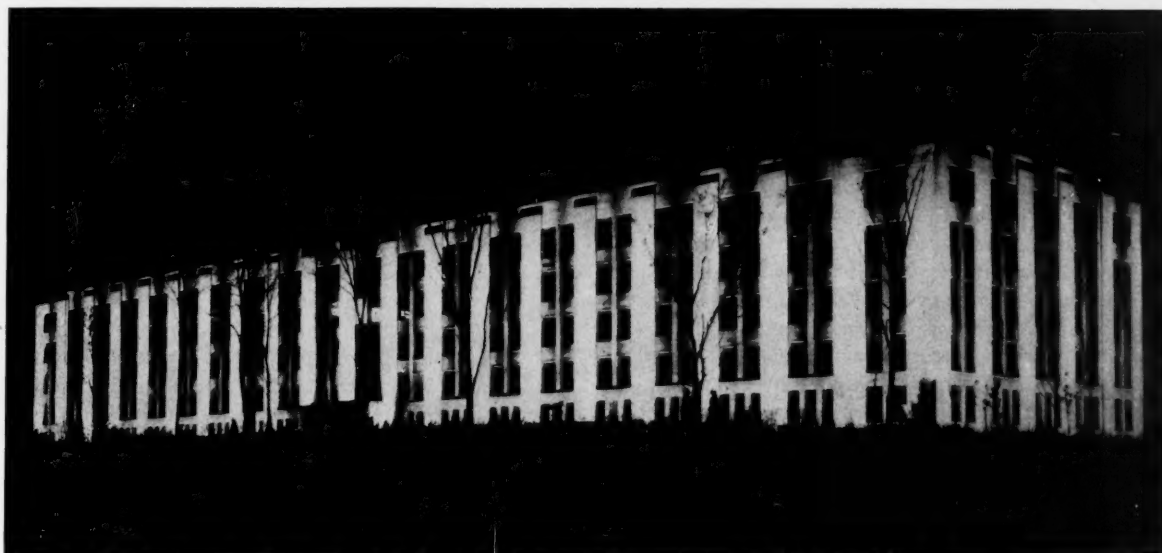
A striking novel effect is employed on the cover of the glazed paper covered box containing an assortment of bath salts, soap, dusting powder and puffs. Dear to the hearts of a majority of the feminine sex is the Scotch terrier. Seldom can they resist the purchase of metallic or cloth representations of this beloved animal for purposes of personal or home adornment. Its use in black silk-velour paper pasted on the cover makes an unailing appeal.

The Juanita Clement line is sponsored and distributed by Miriam C. Acker & Company, 21 West 46th St., New York, N. Y.

BRILLIANT
RED AND
WHITE IS
THE COLOR
SCHEME OF
THE TUBE
AND CAR-
TON FOR
THE NEW
MENTHOL
BRUSHLESS
SHAVING
CREAM, A
PRODUCT OF
THE ILIFF-
JONES CO.,
PITTSBURGH



The Butterfield-Barry Company, 174 Hudson St., New York City, has taken over the boxboard and lining business heretofore conducted by the Box Board & Lining Co., 10 Grand St., New York City. The combining of these two old-established companies makes it possible for the Butterfield-Barry Company to widen its field of activity, strengthen its connections and render greater service to the trade. Mrs. D. J. O'Connell is now associated with the Butterfield-Barry organization.



ARCHITECTURAL SIMPLICITY OF THE JEWEL TEA COMPANY HEADQUARTERS, JEWEL PARK, BARRINGTON, ILL., AS ACCENTUATED BY FLOODLIGHTING

Packaging the Jewel Way

By J. N. Nolan

The Jewel Tea Company, Inc., sells groceries direct to almost a million American homes, with the special inducement of sharing profits with its customers by means of the company's plan of advancing premiums. Its service salesmen operate approximately 1220 motor routes out of eighty branch offices and warehouses throughout the United States, calling regularly once every two weeks at the homes of its customers. The company has three large manufacturing and coffee roasting plants, one at Hoboken, N. J., one at Los Angeles, Calif., and the third and largest at Barrington, Ill., where the executive offices of the company are also located. The groceries sold include coffee, tea, spices, cereals, laundry and toilet products, and other packaged specialties.

The general offices and midwest plant of the Jewel Tea Co., Inc., are located in Jewel Park, Barrington, Illinois, near Chicago. All executive office operations, as well as all manufacturing, packaging, and shipping of groceries, and the roasting and packaging of coffee for the central west, are carried on here.

The Jewel plant, completed in March, 1930, is considered one of the finest industrial buildings in the country not only in appearance but also in efficiency of operation. The exterior of Indiana limestone, with a brick facing around the windows, and the lovely landscaped setting of forty acres, give it more the appearance of a public building or school than that of a factory.

None of its efficiency as a manufacturing plant, however, was sacrificed to good looks. Factory activities occupy the first four floors of the building and a portion of the fifth floor, which is devoted to coffee roasting. Other items manufactured or cleaned and packaged on the first four floors include: Tea, rice, cocoanut, cocoa, baking powder, spices, Jewel-Jell, lemon and vanilla extract, Velvetouch, and shampoo. Plant processes for preparing each of these for market have been so planned that they are done with the greatest possible economy of time, space, labor, and equipment.

"As we cannot improve the quality of our products, we have begun to add to the attractiveness of our packages." That is the way the average Jewel service salesman explained to his customers the reasons for the different dress in which Jewel groceries appeared from time to time within the last decade. If one were to attempt the task, it would be difficult to trace the development of the present-day Jewel package without pausing for a moment to take into account the many other factors in the business which have undergone material changes in the past ten or twelve years. Packaging was but one problem, although an important one. Delivery equipment was another one. Personnel was a third. And there were others—many others.

To understand the thought back of the almost revolutionary changes in plans and practices of the Jewel Tea Company since 1920 requires something of a

background against which to look at the present-day methods, for only in that way can the proper contrasts be obtained. Jewel started from an humble beginning back in 1900, and for several years its groceries consisted only of coffee, tea, spices and baking powder. It was a home service proposition, a method of merchandising which enabled the housewife to buy her groceries in her home, have them delivered there and get useful premiums as well. Furthermore, she got her premiums in advance, and traded them out later. As the business grew from one wagon to a large number of them the line was expanded, until today nearly 800,000 Jewel customers have a variety of around fifty items from which to select their grocery wants.

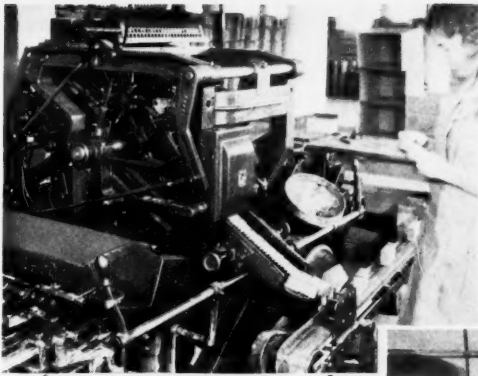
The growth of Jewel in the first twenty years of its existence was extremely rapid—so much so that when the War was well under way its organization was pretty well disabled because of the difficulty experienced in obtaining suitable help to replace those employees who left to take part in the conflict. Production, too, was badly crippled because the new Jewel roasting plant in Hoboken was commandeered and temporarily taken over for war purposes. In the post-war period of 1919 and 1920 the company which was reorganized and incorporated in 1916 was hard pressed and serious difficulties arose which not only handicapped the conduct of the business but threatened its very existence. That called for drastic action, so beginning in 1920 and continuing into the following year, the company undertook the liquidation of its unprofitable branches. This process did not end until about one-third of the entire business was liquidated. In a short few years prior to

this period of retrenchment the Jewel field force was almost doubled and at its peak had over 1600 sets of routes in operation. After liquidation there was little more than 1000 routes running. That bold step, the wiping out of a large part of the business, proved to be the turning point, and although at first the recovery was slow, it was constant and year after year there was a marked improvement in volume and in operating expenses until in 1930 the company was able to show the most profitable results in history.

Up to ten years ago Jewel packages were very ordinary in appearance and not much better in their structure from the standpoint of product protection value. Coffee in those days was shipped in bulk to the seventy-five or eighty branches maintained by the company and at those points it was ground and prepared for the trade by packaging in lined paper bags, the tops being folded over and sealed with gummed taped. The best grade of coffee, however, was packed in unlined cardboard cartons with round cardboard friction tops. Tea was put up in blue paper bags, the different varieties, with the exception of Ceylon, being indicated by red and white labels which were pasted on the tops of the packages. Ceylon tea was put up in tin foil, about which a two-colored lithographed paper label was wrapped. Other items in the Jewel line—baking powder, spices, and laundry soaps and powder—were packaged in paper and fiber containers of various kinds, depending much on what the supplier had to offer and what little leeway was allowed for packaging in the contract price. Even the products manufactured or packaged in Jewel's own plant in Chicago

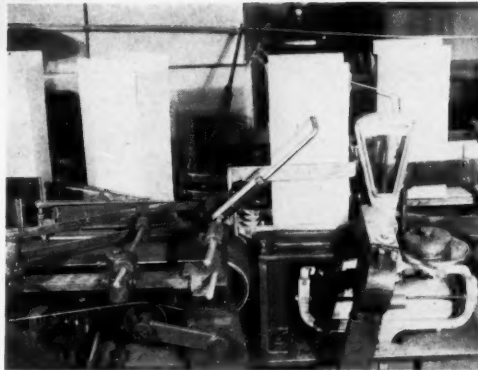


THE OLD AND THE NEW. FORMER COFFEE PACKAGES (LEFT) AS CONTRASTED WITH THAT USED AT THE PRESENT TIME

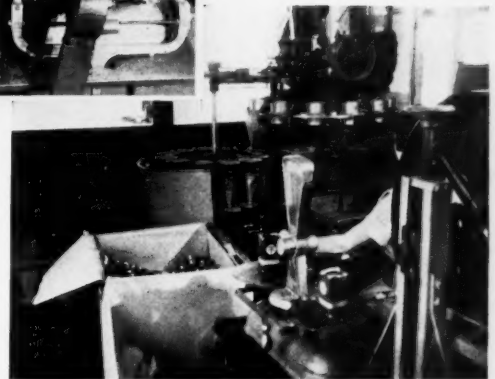


Filled and closed dessert cartons are wrapped in an over-all label in this machine

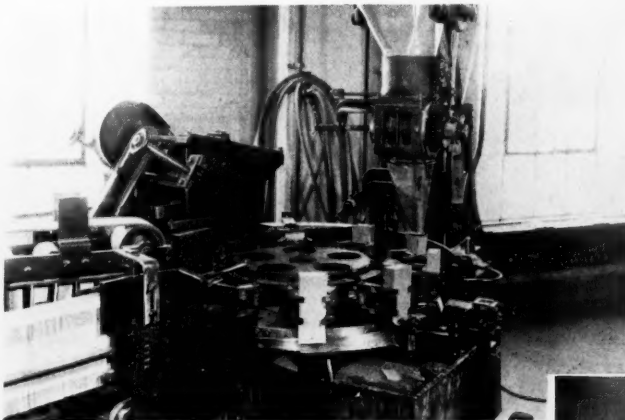
A Glimpse at Jewel's Packaging Operations



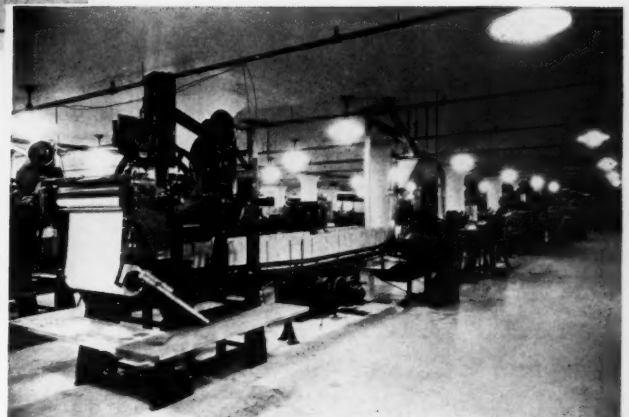
Scale in packaging line to check weights. Under or over-weights are side-tracked



Spice filling machines. Similar machines are used for filling baking powder, cocoa and chocolate malted milk cans



Unit which includes carton former, bottom sealer and filler machine used in packaging Jewel-Jell



Unit line comprising carton liner, filler, sealer and label wrapping machines

This "Selection" Sheet Permits the Purchaser to View the Act

SELECT YOUR GROCERIES FROM THE

Rice	Jewel-Jell	Prepared Mustard	Peanut Butter	Mayonnaise	Talcum Powder	Tooth Paste	Skin Lotion		
Shredded Coconut	Baking Powder	Cornstarch	Cocoa	Lemon Extract	Vanilla Extract	Mustard	Cinnamon	Ginger	Nutmeg
Egg Noodles	Elbow Macaroni	Spaghetti	Basket Fired Tea	Graham Crackers					
Tastiflakes (Corn Flakes)	Quick Oats	Butter Crackers	Orange Pekoe and Pekoe Tea	Pan Fired Tea (Sun Dried)	Oolong and Gunpowder				
Jewel Cup Coffee	Jewel Coffee								

GROCERIES DIRECT TO THE AMERICAN HOME

with the Actual Colors of Each Package and Make His Choice

FROM THIS SHEET—QUICKLY, EASILY

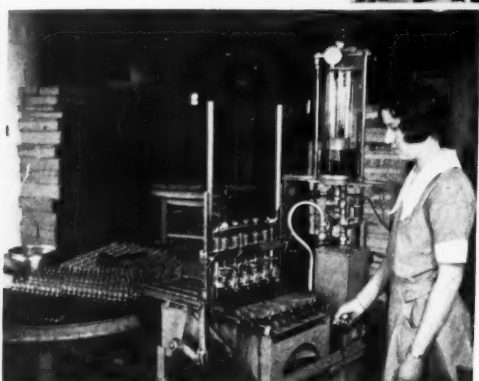
<p>Toiletry Paste Skin Lotion Liquid Shampoo</p>	<p>Baby Castile Soap Chatnay Palm Soap Coco Hard Water Soap</p>		
<p>Cinnamon Nutmeg Black Pepper</p>	<p>White Floating Soap Powdered Ammonia Jewel Cleanser Laundry Tablets</p>		
<p>Graham Crackers Imperial Gunpowder Tea</p>	<p>Gloss Starch White Laundry Soap Yellow Laundry Soap</p>		
<p>Fire Gunpowder Oolong and Gunpowder Tea India Black Tea</p>	<p>Chip Soap Daintiflakes (Soap Flakes) Soap Powder</p>		

NEW YORK JEWEL TEA CO., INC. CHICAGO

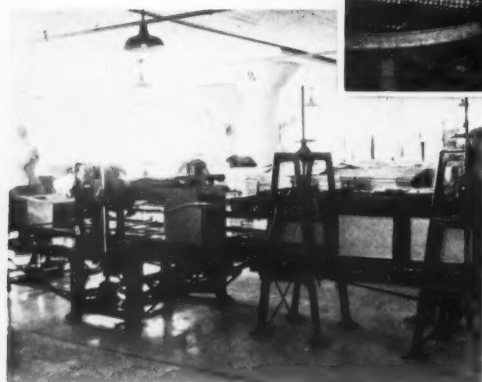
Machines at Jewel Plant Speed Package Production



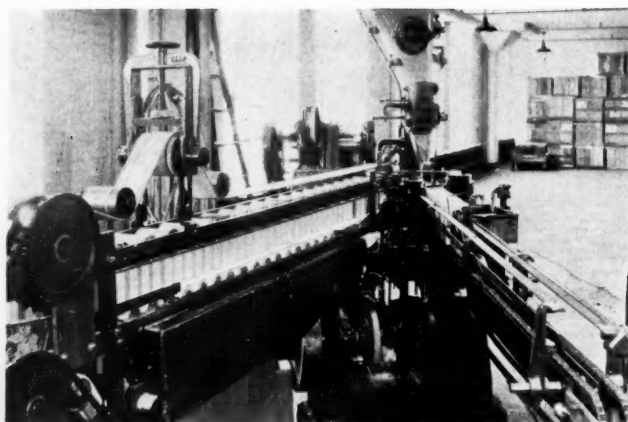
Collapsible tube filling
and crimping machine



Filling machine for extracts
and shampoo is provided
with changeable head



Automatic top and bottom
sealers used to close and
seal shipping cases



Jewel-Jell carton forming
machine, filler and top and
bottom sealer



Labeling extract bottles by
means of semi-automatic
machines

usually went out in inexpensive containers and invariably without any relation in package design or shape to other items in the line. Taken as a group, the Jewel line of groceries presented a more or less nondescript appearance, but most of them had the trademark of the company, a bull's-eye consisting of the letter "T" somewhere on the face or sides of the package. Incidentally, that bull's-eye has undergone many changes since the original artist introduced his conception of the bull's-eye, so that in the end it had so many new flourishes and doo-dads that it all but lost its original identity.

When the present administration undertook, some ten years ago, to revise the package line and keep pace with the other improvements in the business, the motorization of the rolling stock, improved personnel, more modern machinery, improved branch warehouses, equipment, etc., the bull's-eye was one of the first things to be given serious consideration. The present bull's-eye, which shows a plain letter "T" with the word "Jewel" across the upright, and enclosed in a double circle, was the result of that study. The next step taken was an attempt to establish a family resemblance among items in the line, and the bull's-eye at the top of the package, with a band below, was finally decided upon. In the beginning it was thought best to standardize the color scheme as well as the general design of all packages, but later this gave way, in part at least, to the present plan of keeping different varieties of products within the same general color scheme.

Coffee and tea, being the leading products sold, received early attention, and in 1923 it was decided to roast, grind, and package all coffees and teas in the company plant at Hoboken. That marked the intro-

duction into the business of the triple seal package, a package which today is used for coffee, tea, rice, and shredded cocoanut. Incidentally, these as well as all other products manufactured, processed, and packaged by Jewel are now put up in the new plant at Barrington.

The original installation consisted of five lines of packaging machinery, one for three-pound coffee packages, three for two-pound coffee packages, and the fifth, with interchangeable parts, for tea in one-pound and half-pound packages and for rice and shredded cocoanut. Each unit consisted of a carton former and bottom sealer, insert liner, exact weight filling units, a check weigher, top sealer, and a wrapping machine which entirely envelops the package in a lithographed wrapper. Each unit also includes a carton top and bottom sealer which is fed by operators who fill the unsealed cartons with the required number of packages.

In the main, the label design on all tea, coffee, rice, and cocoanut packages has remained as it was originally designed in 1923, but some minor refinements and other improvements were introduced from time to time, until now the designs are considered standard. The coffee and tea packages are enclosed in five- and four-color lithographed wrappers, respectively, while the rice and cocoanut are put up in fibre cartons wrapped in two-color labels also turned out by the lithographic process. Originally, and for a number of years after the triple seal package was introduced, the liner consisted of parchment, but now glassine is used. The triple seal package proved to be a boon to the business for it furnished an effective talking point and selling argument, insuring, as it does, the freshness of the product from the time the final wrapper is sealed about the carton until those seals are broken in the customer's home.

A few years ago a one-pound coffee packaging line

IMPROVEMENT IS APPARENT IN THE DESIGN AS WELL AS IN THE PACKING METHOD USED IN THE PRESENT JEWEL TEA PACKAGES (RIGHT) AS COMPARED WITH THOSE FORMERLY USED





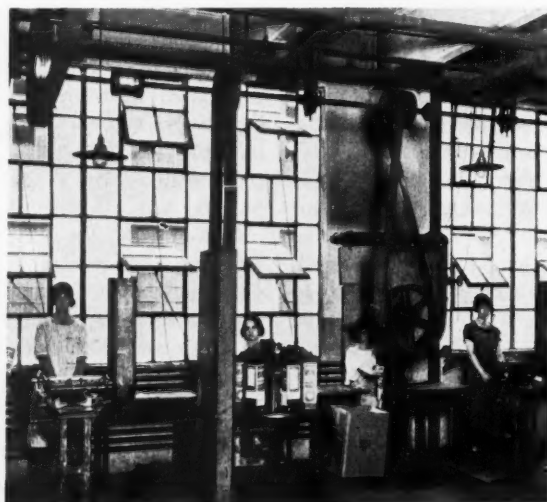
was added to the Hoboken equipment for putting up one-pound triple seal packages of coffee for sale in stores in Brooklyn and Hartford. The pound units of coffee now in use are put up in Barrington in tin cans

toned and wrapped in a packaging and wrapping machine. This machine operates very much like the coffee and tea units except that it does not have an insert liner.

Extracts and shampoo are manufactured in glass lined steel tanks from which they pass through nickel pipes to the filling room, where they are bottled on filling machines. These have interchangeable parts made to suit different uses. The bottles are then passed over a conveyor table and labeled by machine. Tooth paste is made in metal tubs by the Pony mixing method, after which it is transferred to the second floor and made ready for sale after it is filled and sealed automatically by a tube filling and crimping machine. Velvetouch Skin Lotion is similarly mixed and is bottled and capped in the bottling room.

In considering a new or improved package design or wrapper or label Jewel must give thought to three things: its adaptability to the housewife's use, its appearance on her pantry shelf, and to its handling by the service salesman, who is also an automobile driver.

THE ILLUSTRATIONS ABOVE AND AT THE RIGHT SHOW FORMER METHODS USED IN PACKAGING JEWEL PRODUCTS. COMPARE THESE WITH THE VIEWS SHOWN ON PAGES 53 AND 56



COVERING PRESENT OPERATIONS. BELOW: A VIEW OF THE ANALYTICAL LABORATORY WHERE INGREDIENTS AND FINISHED PRODUCTS ARE CAREFULLY TESTED

which are automatically weighed and labeled.

In the old days such articles as spices, cocoa, baking powder, etc., were packaged in heavy fibre cartons, the filling being done by semi-automatic machines. All of these, and other items such as cocoa, chocolate-flavored malted milk and pie filler are now packed, by modern methods, in lithographed tin. The manufacturing and processing is completed on the third and fourth floors of the Barrington plant immediately above reserve bins leading to the packaging machines which fill the required weight into each can. The cans then pass from the net weigher under a capping device which firmly adjusts the friction tops.

Jewel-Jell, a fast selling dessert, was formerly put up in glassine envelopes which were enclosed in printed cartons and sealed by hand. Under the more modern methods this dessert is mixed in a lightning-speed mixer and is passed by gravity from the fourth to the second floor of the Barrington plant, where it is car-

It must meet the user's need. It should be a good and effective publicity agent in a customer's home. And it cannot be so light in color or so soft in surface as to readily show finger marks or other evidence of handling.



[[An advertisement concerning the free analysis of folding carton design offered by the
Sutherland Paper Company]]

Sometimes it Pays To be Sceptical



THE strategy of increasing sales of packaged goods in 1931 will be built of sterner stuff than optimism.

All the quality you have built into your product—all the coverage of your dealer distribution—all the desire created by your advertising, finds final and critical test at the point of sale. It is here that your package must challenge attention and choice. Few consumers are able to distinguish any great difference between one brand and another. Your major merchandising objective resolves itself down to packaging your product in a manner that will prompt consumers to choose your goods in preference to competitive brands.

Dare to be sceptical regarding your package design. Dare to consider it from a cold unbiased standpoint.

Is it building or blocking sales? Just what does it have in color, size, typography, art treatment (or a half dozen other important factors) that enables it to do a better selling job than other containers in the same field?

An analysis of your package design will be prepared for you by experienced designers and merchandisers without obligating you in any way. This service is extended for a period of time to all users of printed folding cartons whether customers of the Sutherland Paper Company or not. The survey will include recommendations on any changes that appear advisable. The findings may be accepted or rejected as you see fit. Submit request on your letterhead transmitting samples of your containers to Department of Design, Sutherland Paper Company, Kalamazoo, Michigan.

Sutherland Paper Company

Printed Folding Cartons and Counter Display Containers

Kalamazoo, Michigan

A Package of Health Food Samples

Physicians are much "besampled" individuals. Realizing this the Battle Creek Food Company of Battle Creek, Mich., has devised a means of challenging the physician's attention and consideration by using a new and entirely different method of sampling its health products.

The accompanying illustration shows the company's new carton "Volume of Health," having the appearance of a bound book. Ten leading products are prepared in sample sizes and packed snugly into this carton, which also includes authoritative literature on diet and digestion. The Battle Creek Food Company has a varied

of the "book" opens much the same as one would expect the front cover of a book to open. With this type of container the physician may place the carton of samples in his bookcase, in or on his desk or office furniture and find it both attractive as well as compact and convenient for his reference at any time.

The chief purpose of this unique method of sampling is, of course, to gain special attention by the man to whom it is addressed. It also helps to gain proper respect on the part of the girl in the outer office who oftentimes diverts advertising material and samples from reaching their desired objective.

These sample kits are distributed direct from the Battle Creek Food Company and also through certain



THE "VOLUME OF HEALTH" CONTAINING SAMPLES OF HEALTH FOOD IS A CLEVER PACKAGING IDEA, CONVENIENT AND DECORATIVE FOR THE BUSY PHYSICIAN'S OFFICE

line of nearly a hundred products and these same preparations are used in the diet system of the well-known Battle Creek Sanitarium. The leading products of this line of health foods are advertised in magazines, newspapers and radio programs of national distribution and an extensive effort is being made to interest physicians particularly. To accomplish this, full page ads are used monthly in twenty-one leading professional journals and supplementing this, a direct mail advertising campaign of four-page illustrated letters, the basis of which is in having physicians request samples. By placing such samples in their hands an effective step is taken toward enlisting the cooperation of the medical profession in prescribing Battle Creek Health Foods as an important part of diets for their patients. Some idea as to the effectiveness of this advertising is evident in the fact that an average of 20,000 requests for samples are received on a single mailing.

The "Volume of Health" sample kit, illustrated above, sent to physicians is a one-piece folding carton made of solid sulphite board. It is printed in two colors—orange and blue (which are the package colors of the Battle Creek Food Company's products). The top

retail dealers in selected territories. Dealers have reported that this and like efforts on the part of the Battle Creek Food Company to secure the friendship and cooperation of physicians in their territory have resulted in a goodly amount of business.

The artwork and engravings of the "Volume of Health" sample kit are the work of the Crescent Engraving Company, Kalamazoo, Michigan, while the cartons were printed by Sutherland Paper Company, also of Kalamazoo.

E. Victor Donaldson was elected president of the Robert Gair Company at the annual meeting on Feb. 26, to succeed George W. Gair, who was re-elected chairman of the board of directors. Mr. Donaldson has been vice-president and general manager and will continue his managerial direction in the new post. The meeting also elected **Edwin R. Marshall** first vice-president. Mr. Marshall is executive vice-president of the First National Old Colony Corporation. The other officers and members of the board were re-elected.

No More Clips !



Clips on tubes will soon be a thing of the past—all the troubles and expense of this unsatisfactory closure are no longer necessary.

The Kiefer Clipless Closure (patented) gives you a *tightly closed*, handsomely finished tube without a clip.

The new Kiefer Tube Filler and Closer is the product of six years' study and experimenting to eliminate troubles of tube filling and closing. It has been accomplished in a masterpiece of mechanical perfection.

This machine has not been offered to the trade until four machines were in daily use, giving 100% satisfaction and demonstrating the great advantages and mechanical superiority of this machine. Users of the machine are enthusiastic over this invention.

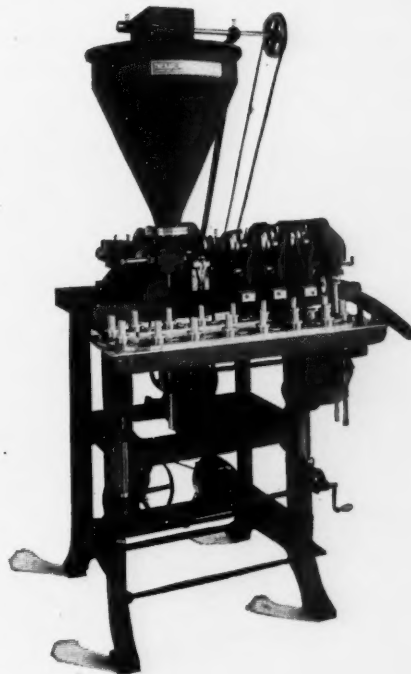
Not little of the success of this machine is due to the **Kiefer Impacta Method of Filling (patented)**—a suprising new principle of filling which packs the tubes solidly and without smearing. *No air bubbles. No need of wiping tubes.*

Compare a Kiefer closed tube with the best clip-closed tube there is and you will find the Kiefer closure just as tight.

Compare the Kiefer closure with any folded tube. Squeeze them—only the Kiefer closure will hold. Only the Kiefer Clipless Closure can be used with confidence.

No longer tube is needed than for clip closure.

Write now for sample tube and full details of this machine. Every day you use clips you are throwing money away.



The Karl Kiefer Machine Company
Cincinnati, Ohio

MARCH, 1931

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Raleigh Cigarettes in Standard Package



Raleigh cigarettes, manufactured by the Brown & Williamson Tobacco Corp., Louisville, Ky., have added their little bit to the commotion these days on packaging methods in the tobacco industry. In fact, this drastic change has stirred up as much interest as has been evident among other na-

tionally known brands of cigarettes.

The aristocratic Raleigh, as the accompanying illustration shows, has gone democratic. Not entirely, however, since the company will continue to distribute Raleigh in the old package. This manner of distribution is putting the fate of the standard package in the hands of con-

sumers. It devolves into a test of preference. Of interest is the fact that the new package is wrapped in moisture-proof transparent cellulose.



At the fifty-fourth annual meeting of the American Paper and Pulp Association, held at the Hotel Pennsylvania, New York City, Feb. 19, the following officers were elected: S. L. Wilson, American Writing Paper Co., president; George H. Mead, Mead Corporation, and W. L. Carter, Nashua Gummed and Coated Paper Co., vice-presidents; executive committee: George W. Houk, Hawley Pulp and Paper Co.; D. C. Everett, Marathon Paper Mills Co.; Henry D. Schmidt, Schmidt and Ault Paper Co.; A. R. Graustein, International Paper Co.; Norman Wilson, Hammermill Paper Co., and David Luke, West Virginia Pulp and Paper Company.



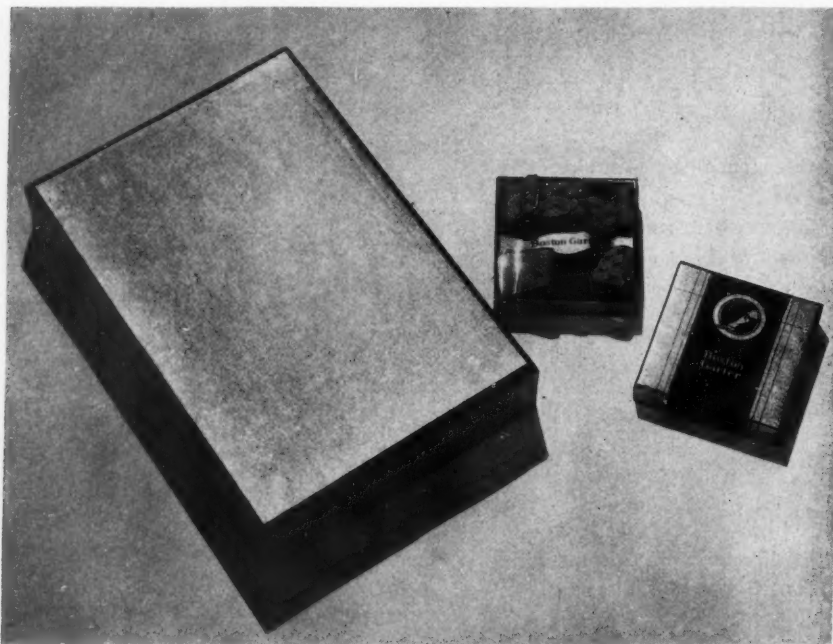
The 1931 Convention of the Canadian Paper Box Manufacturers' Association is to be held on June 26 and 27 at the Bigwin Inn, Muskoka, Ontario.



Boston Garter Package Arouses Interest in Product

A package that has eye-catching features will always create sales for the product it contains. A sparkling cover, an ingenious motif will halt potential buyers by

metallic cover, combined with black, has proved most successful, particularly since the metallic lustre of the gold makes a forceful background for the rich colorings of the rayon and silk in the garters.



The garters, as the illustration shows, are inserted in a card covered with the same lustrous material and when displayed either in a window or on a counter quickly catches the eye. This metallic finish of the card, individual package and large carton, which holds a dozen individual packages, harmonizes with the gold plated trimmings of the garter and the high sheen of the garter material.

The use of this gold metallic paper in the packaging of Boston garters has materially aided in the national recognition accorded this product. Its gleaming, luxurious properties strike the

the pulling qualities it possesses. The packaging features of Boston garters create in addition to buying interest, widespread admiration. The use of a gold

correct note in showcases and windows. The metallic finish is a product of the Reynolds Metals Co., Inc. Boxes are made by Cambridge Paper Box Co.



PRODUCTS WITH PERSONALITIES

Products have personalities . . . just like men and women. They are attractive, exotic, brilliant, dignified, appealing . . . or stupid and uninteresting. In which class is your product? Heekin Lithographed Cans with Heekin colors have stimulated sales for hundreds of manufacturers . . . giving the product a personality that makes friends. Write The Heekin Can Co., Cincinnati, O.

New Packer Product Outstanding

Working on the theory that no hair tonic can be applicable to all hair conditions, the Packer Manufacturing Co., Inc., New York, after ten years of intensive and extensive research, have brought out Packer's Scalptone, which both in product and packaging features, is one of the most outstanding this year. The package, in fact, aside from its artistic angle, actually tells the story.

Packer's Scalptone, in yellow liquid form, contrasting pleasingly with the simple black label, is put up in a clear glass beveled bottle with, as the accompanying illustration shows, two attractive closures of phenol



resinoid, the larger in black, the small one in blue, the latter operating as a closure for the sprinkler opening in the second cap.

Realizing that most individuals have either too oily or too dry a scalp, a condition which other hair tonics do not always improve since the percentage of alcoholic content makes them either an oily or dry tonic, the Packer company in introducing Scalptone makes this product available to everyone, by the expedient means of inserting in the neck of the bottle a glass vial containing an additional quantity of oil. This is used at the discretion of the purchaser, depending upon the condition with which he is affected. If the additional oil is not required, the vial is merely laid aside.

With druggists shelves loaded down with numerous products of a similar nature, and bearing in mind the exceptional merit of the product, which alone demanded a contributory incentive for consumer interest, the company spared no pains or expense in dressing it

with harmonious fittings. The two modern closures, particularly the innovation of using a second phenol resinoid cap, which has never been done before, is one of the first items worthy of mention. The design of the carton, which has been used also for the label on the bottle, stands out because of its simplicity and choice of strong colors used. Arthur Allen, the famous designer and color expert, was given the task of designing these. Black, yellow and blue is the color scheme, the latter for the background of the front and rear panels. The sides are in yellow and black is employed for the border, accentuated by an irregular white rule. The background color of the label, however, for more effective contrast is in black.

Another feature in the packaging of Scalptone is the manner in which the instruction inserts have been included in the package. These have a circular cut-out, fitting over the neck of the bottle, making a reading of these inserts deliberate before the tonic is used.

In the short time this product has been on the market, the company reports that its success has exceeded their most optimistic expectations.

The carton is a product of the Sample-Durick Co., Inc., Springfield, Mass.; the label is from the Foxon Co., Providence, Rhode Island.

A Bed Spread "Window" Box

To display and at the same time protect its contents from shop wear are the primary functions of the folding boxes used by the K. & G. Manufacturing Company of New York in packaging bed spreads. The top of the box is die cut in a form which shows the outline that would normally appear as that covered with the spread as it is placed on a bed. By means of a transparent cellulose sheet which covers the die cut outline, the customer is able to see the color, design and texture of the spread as it appears in the box. The accompanying illustration shows a reproduction of one of the boxes, the design being printed in two colors. These boxes are being made by Brooks & Porter, Inc.



Boonton Molding

adds a

Colorful

Sales Appeal



THERE is no place in modern merchandising for the dull, the drab, the ordinary. This Dorothy Gray manicure set illustrates the trend in selling today. Three separate units unified by a Boonton molded base. The tops of the bottles are also Boonton molded. Colorful—cleverly designed and most practical—they cannot avoid attracting attention—and sales.

*Modernize your product or package—
with Boonton moldings.*

BOONTON
MOLDING COMPANY

BOONTON, NEW JERSEY

New York Office: 30 Church St.

Weathering the Depression—

There is not a day nor hour when business will magically improve at once. Fundamentals of sound selling know no boundary lines, and now, as in past business cycles, the foundation for the next prosperity are being built by the businesses which advertise consistently.

In figures prepared by Standard Statistics Company, Inc., it is noteworthy that companies which increased their advertising appropriation during the depression of 1921 suffered a loss of only 12% as compared with a 26% loss by companies which had reduced their advertising appropriations.

Unusual methods of business are necessary today. Effective, striking and above all consistent advertising, has proved repeatedly to be the best and soundest method of investing in future prosperity. Of course, in the packaging field the logical medium is MODERN PACKAGING.

Duchesse Nuts Package Puts on New Dress

Back in the cracker-barrel days of the late 90's, a broker of nuts salted some as gifts for his friends, which, as it developed, was the modest beginning of the Duchesse Salted Nut Company. Not long after, he gave up the brokerage business and transferred the salting of nuts from the kitchen of his home to a small



plant, marketing his product in bulk in all the finer stores within a radius of three hundred miles.

The Duchesse Salted Nut Company, even when packaging first became an important factor in modern merchandising, continued this cracker-barrel method of selling its product in bulk, which meant, of course, limited sales, a condition with which the company was

apparently content. Eventually a one-pound package was designed and put into distribution. That it was nothing more nor less than a container is illustrated by the reproduction. Made of waxed board paper, it was flat and cumbersome in size, with the design in a most unattractive, drab brown.

About two years ago, the Apollo Chocolates Company, after extensive unsuccessful experiments in an attempt to obtain a credible salted nut product to supplement its line of candy, purchased outright the entire equipment and good will of the Duchesse Salted Nut Company and brought into its own plant the entire Duchesse personnel. The Apollo organization in acquiring the company felt that this move, because of the latter's reputation, gave them the finest product on the market, one outstanding as to quality, and a trade name eminently suitable, having unlimited possibilities for effective modern packaging methods.

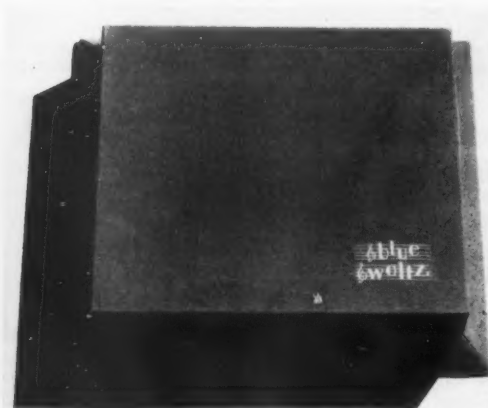
The design for the new package was very carefully considered and the problem placed before package consultants who developed a most artistic and smart container. The color scheme, as reproduced on the front cover of this issue, is red, black and gold, giving the container high visibility. The design itself is modern in treatment but sufficiently simple to wear well and never offend. The name "Duchesse" has been visualized in the design with a small silhouette of a duchesse's head. This idea of visualization and color scheme has been carried also into display material.

Since the new package has been on the market, the company reports that sales of Duchesse nuts have increased several hundred per cent. This, indeed, is ample proof that, no matter how worthy a product may be, proper packaging is absolutely essential if it is to make a successful showing as measured by sales.



A Package Symphony in Blue

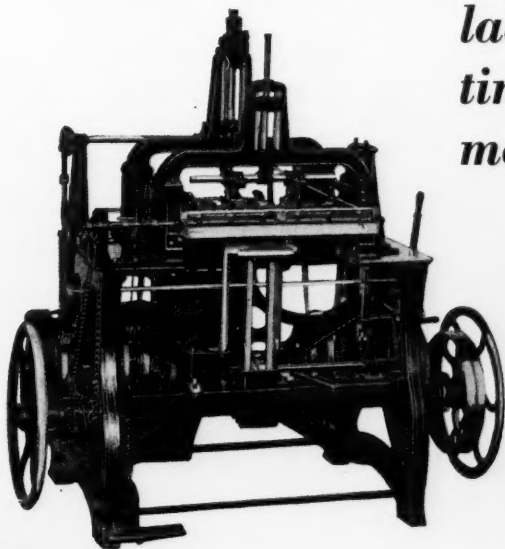
The accompanying illustrations show the delightful Blue Waltz package of Joubiert Cie., Inc., New York, manufacturers of cosmetics.



Perfume and toilet water bottles are of deep blue glass and the powder box is covered in the same deep blue velour paper as the container. Artcote gold paper is used for the lining and trimmings. An unusual effect is created on the plain velour covered box by the musical bar motif in the corner.



THIS IS THE MACHINE
that saves material on boxes . . .



*labor . . . on cartons
time . . . on setups
money . . on investment*

IT requires only one operator; practically no repairs; less than one horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. It is the best investment a paper box maker can find.

Many prominent packagers and box makers know that **BRIGHTWOOD ADAPTABILITY MEANS HIGHEST EFFICIENCY.** Their records of orders and re-orders are our best recommendation to you.

it will pay you to ask us what the adaptable

BRIGHTWOOD

can do for you!



**U. S. AUTOMATIC BOX
MACHINERY CO.**

477 WATERTOWN ST. NEWTONVILLE
BOSTON, MASS.

A Food Container of Merit

Every industry goes through a period in its history when, because of various causes and conditions, its success and progress is endangered. These periods call for a radical move on the part of those concerned if the threatened catastrophe is to be averted.

Such a critical time faced the Glaser Crandell Company, Chicago, manufacturers of preserves, during the late months of 1930. In meeting the problem the company, thoroughly sold on the idea that better



packaging brings increased profits, concentrated its efforts on the appearance of the containers of Bred Spred preserves, its major line, and an improvement in the product itself.

The jar in which Bred Spred at that time was distributed possessed no features that particularly distinguished it from those of a number of competitors. Knowing well that the public would be as susceptible to beauty and artistry in a food container as in that of a cosmetic, the company was indefatigable in its efforts to create a container so distinctive that it could not help but brace up sales.

The new jar, under the direction of the Glaser Crandell Company, was specially designed by a well-known artist, working in collaboration with a sculptor. The extent to which the company was engaged in its production involved the selection of one design out of about one hundred worked out by the artist. Not content with mere visualization, a plaster of Paris

model was made and further developed by a wooden model, brought down to actual size.

The distinctiveness and attractiveness of the new container with its combination of straight lines and curves is reproduced above. The label, embossed, in two colors, black and red, on a silver-finish stock, employing a simple, geometric design, which is carried out on the metal closure, completes the necessary modernistic touch. Its introduction, as was expected, has been remarkably successful.

Unusual Packaging for Venida Bob Pins

Norvin H. Rieser, in the packaging of its new Venida Sure-Grip Bob Pins, carries into the home of the consumer during the entire time the pins are in use, its advertising message as well as a convincing display of the product. This packaging method is unusual in that it consists of merely a bristol board card, covered with Artcote silver paper, measuring 4 in. by 5½ in. In the lower left corner, a dozen pins are inserted through an opening, the remainder of the card being devoted to a large reproduction of a girl's head, her hair neatly arranged and held in place with these bob pins, and information on the merits of the product. Counter displays, covered with the same attractive paper, carry a reproduction of the card.



To those interested in molded closures or containers, the monthly publication "Closure News," published by General Plastics, Inc., of North Tonawanda, N. Y., will have particular appeal. In each one of the eight numbers of this little house organ thus far issued (the January number is Vol. 1, No. 8) one finds attractive illustrations of actual examples in which Durez has been used, interesting facts concerning the adaptability of that material to packaging work, suggestive ideas and concise opinions—a surprising amount of information, and so expressed as to constitute easy and interesting reading. Contrary to the policy of so many house organs, "Closure News" performs a real service to its readers by maintaining a nice balance between its "personal" and general messages. It lacks the ego that often spoils the reading of such publications, and one feels that it is quite worth while.

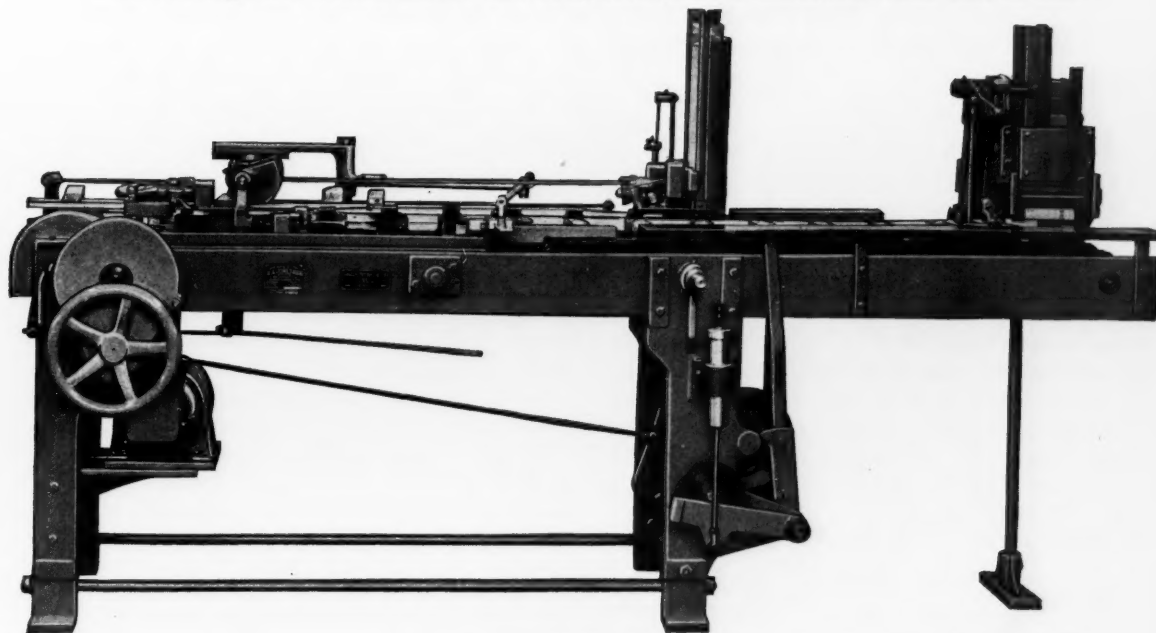


The Sylvania Industrial Corporation, with headquarters at 122 E. 42nd Street, New York, N. Y., and plant at Fredericksburg, Va., announces the following reductions in the price of "Sylphrap" effective as of March 2: No. 300 Sylphrap reduced by ⅓ cent per 1000 sq. in.; No. 450 and No. 600 Sylphrap reduced by ½ cent per 1000 sq. in.; No. 300 and No. 450 Sylphrap in rolls reduced by 10 cents per pound, and No. 600 Sylphrap in rolls reduced by 5 cents per pound.

The company's new plant at Fredericksburg, Va., which began operations last May is now in full production.

The Standardized **CONSTANT MOTION CARTONER**

Will carton bottles, jars, tins, collapsible tubes, etc., at a speed of 50 to 150 per minute as may be desired. Direction sheets, advertising circulars and corrugated board liners are fed, folded and inserted with the loads.



EFFICIENCY

All materials are carried along smoothly but positively with the flowing motion of the machine. Stops for any cause have been reduced to a minimum. All operations are performed "on the run." There is no pause, no jar, no vibration. The work turned out is of the highest quality.

SIMPLICITY

With all its superiority in performance, the Constant Motion Cartoner is simple both in construction and in operation. Nearly all cams have been eliminated. All parts are easily accessible. Any part, or group of parts, can be removed and replaced within fifteen minutes.

LONG LIFE

Wear has been reduced to the vanishing point. With only a fraction of the care necessary in the maintenance of the old type cam operated machine, the Constant Motion Cartoner should last a lifetime, at full efficiency, without major repairs or replacements.

SPEED

The Constant Motion principle has made it possible to double the speed at which the packaging operation is performed. No matter what the nature of the package may be, the Constant Motion Cartoner will produce it at twice the speed obtainable with the old style, cam operated type of machine.

EFFICIENCY—SIMPLICITY—LONG LIFE—SPEED

These are the requisites of modern industrial machinery, and in these attributes the Constant Motion Cartoner excels.

Never Before So Much Work With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

MARCH, 1931

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MACHINERY AND EQUIPMENT

A New Molded Cap

A new molded cap which has been developed by the Anchor Cap & Closure Corporation, Long Island City, and has recently been placed on the market, is said to effect a satisfactory seal for all types of products, under every sort of condition, taking into account variations in glass finishes and the accepted tolerances of glass container dimensions. These new caps are made for standard sizes of bottles and jars and are available in a variety of attractive colors.

As shown in Fig. 1, there is a small ridge or raised

allows it to rotate freely. As a result, liners will not fall out during shipment or in rough handling in the sealing process. The fact that the liner can rotate freely renders oversize liners unnecessary, thus preventing wrinkling, buckling or possible damage to the liner surface in sealing.

The fact that the top (inside) of the jar cap is not parallel with the top of the bottle, but slopes toward the center all the way around the inside, may be easily seen in Fig. 2. This is another improvement that makes a great deal of difference in the sealing quality of the cap. The wedge action that takes place when the cap is

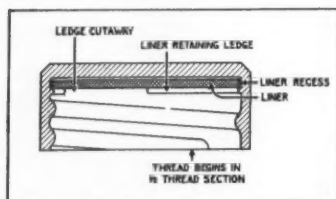


Fig. 1. The liner retaining ledge and liner recess

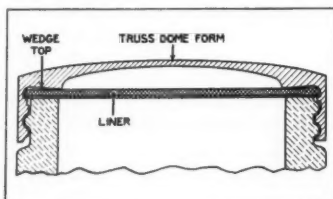


Fig. 2. Wedge top construction of jar caps

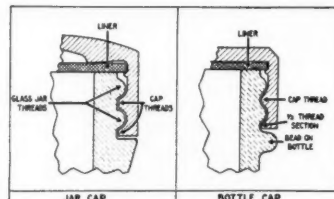


Fig. 3. Special thread on jar and bottle caps

ledge encircling the inside of the cap. This is just far enough below the top of the cap to allow space for the liner to fit easily, in the liner recess. This feature holds the liner in place in the cap yet at the same time

screwed home forces the liner to bend slightly, giving a "spring seal" effect. Thus in tightening the cap (either by hand or machine) there is a gradual resistance. This makes it unlikely that the cap will be forced on too



NEW MOLDED CAPS AS APPLIED TO BOTTLE AND JAR



WRAPPED ON OUR IN CELLOPHANE MACHINES

THIS is one of the most recent additions to the great variety of products that are wrapped on Package Machinery Company machines.

So perfectly have our machines met all requirements in the wrapping of cigars, that they are now recognized as *standard equipment* by the cigar industry.

At the right is a view of these machines in the La Palina factory.

Each machine will wrap 35,000 cigars per day. By designing the machine so that it can be operated in conjunction with the banding machine, no increase in labor is necessary—the girl who formerly took care of the banding machine, now supervises *both* machines.

If you are seeking greater efficiency, better packaging, or a way to wrap a new product, consult us.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker Perkins, Ltd.



Battery of our wrapping machines in the Congress Cigar Company plant, Philadelphia



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

tightly. Yet, the cap has a grip that resists loosening from subsequent handling. The wedge construction also helps in concentrating the sealing pressure. Furthermore, it automatically "centers" the cap on the jar regardless of variations in the glass finish, and thus provides an even sealing pressure around the complete top circumference of the container finish.

The special thread design of the caps, either bottle or jar type, was obtained by developing a new method of manufacture, more costly but giving decidedly better sealing results.

As may be seen in Fig. 3, the cap threads fill up practically all the space between the glass threads. While at the start of the thread, it is broad and rounded in shape, as it nears the bottom of the cap it tapers down to approximately one-half its former width. This permits the cap thread to grip the glass thread around the entire circumference, including the lower end of the glass thread which is ordinarily useless. Consequently the thread construction promotes even distribution of sealing pressure, giving added strength to the cap and better sealing qualities.

New Automatic Roll Splicer

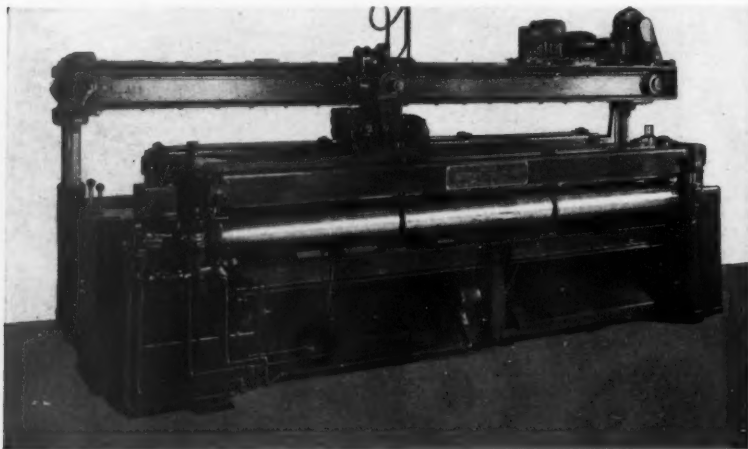
The H. R. Bliss Company, Inc., of Niagara Falls, N. Y., has just placed upon the market a new full automatic stitching machine for making splices on rolls of dry and saturated felt and linoleum during the process of manufacture of such floor coverings. The ends of these rolls of partially processed materials must be spliced quickly and the joint must be sufficiently strong to hold the felt together during the operations of stoving, saturating, etc.

This machine is built to automatically splice together the ends of rolls of saturated felt or linoleum in the course of the processes of manufacture. By the use of the wire stitching method a 5-in. overlap of material is required involving a cost of staples of only one-half a cent on 9 ft. material, in place of the present method of using the butt joint taped top and bottom or employing an overlap of 24 in. to 36 in. of material. The machine drives a double row of staples 3 in. apart

which has been found by test to give a joint that is stronger than the material itself and also to stand up satisfactorily in stoving and saturating operations as well as in the festoons.

The Bliss automatic roll splicer includes feed rolls for controlling the position of stock, a knife for cutting off the ends of the rolls before stitching and a double head stitcher movably mounted on a cross beam and equipped with a so-called open head device containing the clincher which, therefore, moves with the machine and is always in proper position for stitching. The sequence of operations is as follows:

1. As the end of the old roll of stock is neared the operator clamps down one set of rolls on the machine which instantly stops the travel of the material.
2. By means of a lever the end of the old roll is fed to proper position under the knife so that a minimum amount of rough edge is removed.
3. By pressing a foot pedal the knife is caused to cut off the end of the stock and at the same time by means of an interlocking device the cut end is moved automatically into the proper position under the stitcher.
4. The end of the new roll of material is placed by hand on the entrance feed rolls, and the latter closed.
5. By means of the entrance rolls the operator moves the end of the new roll into proper position for cutting off the minimum amount of material.
6. The rough edge is cut off and the cut end automatically moved into position under the stitcher, same as in 3.
7. The stitcher is started in operation by use of a switch, moving automatically along the seam and automatically setting stitches with the proper and pre-determined spacing. Staples are set close together for the first and last foot of the splice, spacing being 1" at the ends and 3" intermediate of the ends.
8. Feed rolls which have acted as clamps during the stitching operation are both lifted, whereupon the joined stock is ready for use.
9. By means of motors the cross beam carrying the stitcher is raised above the work, the stitcher



THE NEW FULL AUTOMATIC STITCHING MACHINE FOR SPLICING TOGETHER ENDS OF ROLLS OF FELT OR LINOLEUM IN THE MANUFACTURE OF FLOOR COVERINGS



AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

TOO OLD TO LEARN?

Not by a long shot—if you
have real American business-
blood in your veins. Then
let us demonstrate



GLUES — GUMS PASTES

right in your own plant and
show you just what ad-
vantages you will get from
modern Adhesives.

No obligation of course.
Write today.

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Silverstitch
has five times
greater rust-resistance
than
copper-coated
stapling wire*



BECAUSE of this fact, fiber boxes
stitched with zinc coated Silverstitch
are safe from rust spots. Boxes arrive at
destination looking neat and clean.

This feature of Silverstitch has won hun-
dreds of new friends, among whom are
many of the largest users of stitching wire.

Why not have this protection for your
boxes at a price no higher than what you
now pay for ordinary wire? If your
boxes are stitched by the box manufac-
turer specify Silverstitch on your next
order.

Send for free sample

A free sample five-pound coil will be
gladly sent to you for test on your own
stitching machine. Just return the cou-
pon telling us the size
wire you use.

* Result of a test conducted
by an impartial laboratory.
We will be glad to show you
a copy of this report.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Ill.

Silverstitch

Reg. U. S. Pat. Office

Acme Steel Co., 2840 Archer Ave., Chicago

Please send us a free five-pound coil

of Silverstitch. Size.....

Name.....Street.....

City.....State.....

then caused to travel back to its initial position, and the cross beam lowered so that the stitcher is in position for the next cycle of operations.

The complete cycle of operations from the original clamping down of the feed rolls to their opening again has been demonstrated by test to take not more than forty seconds and can probably be reduced to thirty seconds as the skill of the operator increases. The operation of bringing back the stitcher head takes approximately 1½ minutes but can be speeded up should there be any requirement for this.

Labor required by these operations consists of an operator and one helper, the helper being required only to pull out the cut end of the stock from the old roll and to assist in feeding in the end from the new roll. The cut end from the new roll is automatically discharged under the machine.

A standard Bliss automatic roll splicer is approximately 14 ft. in length and 4 ft. in width. Four motors are provided for the operations, one for the operation of the rolls and the cutter, one for the stitcher, one for the traverse of the stitcher and one for raising and lowering the stitcher cross beam. In addition, the feed and discharge rolls are opened and closed by means of compressed air cylinders with standard lever control. Levers and push buttons controlling all of the operations are conveniently mounted at one end of the machine to facilitate conducting of the operations at the highest speed.

The H. R. Bliss Company, Inc., also manufactures a semi-automatic machine for the same purpose utilizing the same type of stitching equipment but omitting the automatic feeding, cutting, and clamping mechanisms.

A New Potato Packer

One of the chief difficulties experienced, in the past, in packing consumer-size packages of potatoes has been the extra handling costs and the slowness of this method of packing. Potato shippers have recognized the demand for this style of package but many of them have been reluctant to adopt it due to these drawbacks. The Bemis Bro. Bag Co., 406 Poplar St., St. Louis, Mo., recognizing this problem and wishing to be of service to potato shippers, have recently put on the market a new machine for packing potatoes in consumer-size bags which is said to reduce packing costs 30 to 50 per cent.

The specifications for the design were such that the machine must be simple in operation with no complicated parts likely to get out of order and that the cost of the machine must be low as was consistent with the use of materials which would stand the wear and tear of potato warehouse operations.

The Bemis potato packer is extremely simple in construction and operation. It consists of a battery of six hoppers, each of which is suspended on a scale beam. These six hoppers revolve horizontally in clockwise fashion. Potatoes are delivered to the hoppers by a regular potato elevator. They drop into

the hoppers and thence into the bag which is attached below by a bag holder. When the required weight of potatoes is in the bag, the scales are over-balanced. This makes an electrical contact which causes the hoppers to rotate bringing the next hopper with the empty bag attached in to the loading position. Only two men are required to operate the machine, one to attach the empty bags on the hoppers and the other to remove the bags after they are filled.

In test runs over 600 15-lb. bags per hour have been packed and ordinarily 360 bags per hour can be filled without any difficulty. The bags can be closed in any



New Potato Packer

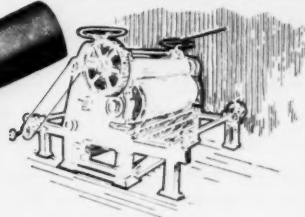
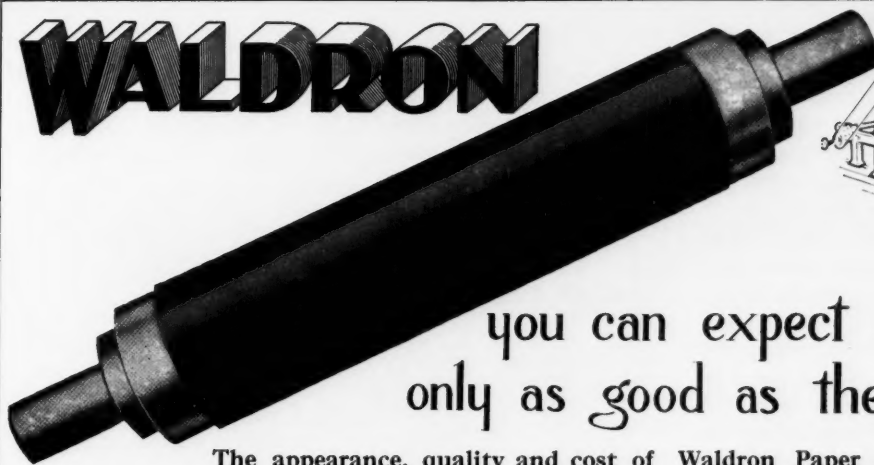
way the shipper prefers. Hand sewing, machine sewing, or wire ties may be used at the option of the shipper.

The packing of consumer-size bags of potatoes has increased tremendously in the last three or four years. Starting from scratch in 1926 the number of bags packed in 1930 amounted to over 5,000,000. Surveys made in the large terminal markets in recent months have demonstrated that the demand for consumer-size bags is constantly becoming greater. That there is a need for a machine to pack these bags and eliminate hand labor is clearly evident to all connected with potato operations.

Correcting Two Errors

Two mistakes occurred in the article "Sealing Tape for Cellulose Sheeting," which was published on page 70 of the February issue. In referring to the water-proof sandpaper, manufactured by the Minnesota Mining & Manufacturing Co., the trade name of this product is "Wetordry"—not "Wetordiz," as stated. Another product was misstated as "Scotch marking tape." This should have read "Scotch masking tape." Both of these were errors in transcription.

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THE PEERLESS PROCESS

For Decorating Distinctive Packages

Orange Juice in a Package

Here is the new half-pint package which the Borden Farm Products Company are using in packing and distributing orange juice. The plant at which the orange juice is prepared, filled, sealed and frozen is located at Tampa, Florida.

The packages selected were chosen after extensive tests which demonstrated that these containers would withstand the operation of filling with orange juice, freezing the contents solidly and then, when the frozen packages have reached the point of distribution, permit the defrosting of the orange juice contents without injury to juice or package. The juice is then delivered to the ultimate consumer from Borden's retail milk wagons, in liquid form and sealed in the individual containers.

A special freezing process was developed. The frozen packages are shipped in refrigerator cars to the point of distribution where they can be kept in cold storage until such time as they are withdrawn and defrosted, ready to go out on the retail milk routes of the Borden company. The Borden operation contemplates the immediate packing of 6,000,000 half-pint packages to be distributed from their retail wagons in the metropolitan area of New York.

If successful, it is planned that the distribution of frozen orange juice will be extended through the entire Borden organization.

The containers used are known as "Sealcones," and are manufactured by Sealcones, Inc., New York.



Trade Literature

◆ CARTONING MACHINES

JONES AUTOMATIC MACHINES. Catalog No. 3 describes and illustrates fully automatic cartoning machines for accumulating, counting and loading small packages into display cartons, container cartons and packing cartons. The first Jones cartoner was built in 1921, having a production speed of 60 packages per minute or a daily output of 28,800 packages. Present-day "Constant Motion Cartoners" (trade mark) are said to have a production speed of 150 packages per minute or 72,000 packages per day per machine. Jones automatic soap presses are also described and illustrated in this catalog. R. A. JONES & Co., CINCINNATI, OHIO.

◆ GLASS CONTAINERS

"GLASS CONTAINERS" is more than just a catalog: it is an attractive, useful and complete presentation of the facilities of the company and its policies, as well as a reference book of value to those who may have packaging problems. Arranged in loose-leaf form, the several sections are included in a handsome and durable binder so that supplemental pages may be added to the book from time to time. The sections which include illustrations, specifications, etc., are as follows: Pharmaceutical and proprietary, hand blown ware, prescription division, food container division, large ware division, beverage bottle division, milk bottle division, package division (corrugated paper cartons, wood cases, crates), standard finishes and closures and the index. OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO.

New Designs in Glassine Paper

The heights to which the artistic imagination of our present-day designers can rise is pleasingly evident in two samples of embossed glassine paper received from the Westfield River Paper Company. The designation of these, alone, starts in motion a mental photograph of the delightful fantasies depicted by the pencil of the artist and their charm is heightened by their employment on the glassine paper.

Everyone has watched with fascinated eyes from a cosy window seat, flurries of snow as they come racing from the clouds above. Little ones, big ones, ragged ones, star shapes, pinwheels, gamboling, somersaulting, chased in all directions by the fury of the wind. Little bits of helpless, dainty, fragile substance. One of the above designs, "Snowflake," is faithfully expressive of such a scene.

In "Fantasy," the second sample, may be seen swirls, circles, diamond squares and blocks, all intertwined to present an exquisite picture of whimsical interpretation—a delicate, intricate mass that is definitely modern and possesses a charming dignity of expression.

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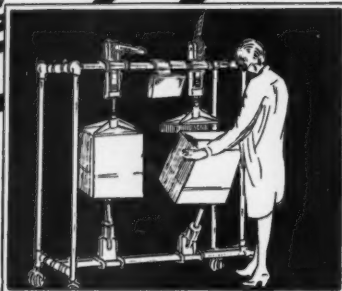
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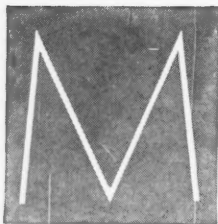


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